

Practical Tests AND Testimonials



DESCRIBING

PATTON'S....

SUN-PROOF
MASTER PAINTERS'
FINISHING WHITE,

OR THE....

SUN-PROOF PAINT
IN PASTE FORM.



Patton Paint Co.

SOLE MAKERS

MILWAUKEE, WIS., U.S.A.

..PATTON'S SUN-PROOF MASTER PAINTERS' FINISHING WHITE.

Is a paint in paste form, ready to be reduced for use with linseed oil.

The composition of Pattons' White is printed on every can, and is strictly pure white lead and zinc oxide, both doubly ground in strictly pure linseed oil to impalpable fineness, with the right amount of silica (Patton's secret).

**THEORETICALLY AND
PRACTICALLY, THIS IS
THE MOST DURABLE
PAINT THAT CAN BE
MADE** ■ ■ ■ ■ ■

White lead alone soon chalks off and loses color, because the gases of the atmosphere have a deleterious effect chemically on lead. Zinc oxide alone is too brittle and cracks. The Pattons have solved the problem by adding a little silica to lead and zinc.

Like all old and successful manufacturers, there are many paint concerns making imitations of Patton's

Sun-Proof Master Painters' Finishing White which sell at about the same or a little lower price. As the durability of Patton's White Paint depends somewhat on the exact proportions (Patton's secret) of the materials used and the use of properly constructed machinery, the public are respectfully requested to see that our trade-mark, "Patton's Sun - Proof Paints," is on each package.

**THE DEALER WHO HANDLES
THIS WHITE ALSO KEEPS
"PATTON'S TINTING COLORS"**

Ask to see the color card. With these five colors some twenty-four stylish tints may be easily and surely produced.

**BE SURE YOU GET
STRICTLY PURE
LINSEED OIL TO
THIN THIS PAINT
WITH** ■ ■ ■ ■ ■

The durability of this paint is largely dependent on the purity of the linseed oil.

For lack of space only a few of the many testimonials regarding Patton's Sun-Proof Paint are given here.

I SHALL USE NO OTHER

PITTSBURGH, PA., May 30, 1897.

In regard to your Master Painters' Finishing White, I must say that in our forty years' practical experience I have never seen a white that has given so much satisfaction as to covering qualities, whiteness and durabilities. I shall use no other as long as I can get it, and it is kept up to its present standard.

JAMES MAYO & SON.

FAR AHEAD OF WHITE LEAD

OLYMPIA, WASH., May 12, 1897.

I have used your Master Painters' Finishing White, and must say that for this climate it is by far the best goods that I have ever used since I have been in this country. The M. P. F. W. is, I think, as far ahead of white lead as lightning is ahead of an ox team. I was an old white lead crank.

BROWN & WORK.

SELLS ONLY PATTON'S WHITE

OFFICE OF HEDGES, BUCK & Co.,
JOBBER OF PATTON'S PAINTS,
STOCKTON, CAL., Nov. 20, 1897.

James E. Patton Co., Milwaukee.

GENTLEMEN: As a result of our experience with your Master Painters' White, we have decided to discontinue the sale of strictly pure lead entirely and only sell your white. Yours truly,

HEDGES, BUCK & CO.

GOOD SATISFACTION

LA PLATA, MO., June 16, 1897.

Your Master Painters' Finishing White is giving good satisfaction.

SEARS & SEARS.

TIME TRIED

ALGONA, IOWA, May 10, 1897.

Master Painters' White we sold last season has given the very best of satisfaction.

DURANT BROS.

A THOROUGH TEST

BUTLER, IND., Oct. 7, 1897.

This is to certify that we, painting contractors of Butler, Ind., have made a thorough test of Patton's Master Painters' Finishing White, and know that it will take one-third more oil and cover as well as any of the Trust brands, and using same amount of oil it will cover much better.

F. M. CHAMPION.

F. L. TENNEY.

W. A. SMITH.

DURABILITY AND BEAUTY

DENVER, COLO., Sept. 14, 1897.

Having used and sold your Master Painters' Finishing White, it gives me great pleasure to state that I have never, in my experience as merchant and contract painter, found an article more satisfactory to the trade for covering capacity, durability and beauty of finish.

S. R. WEIGAND.

WITH OUR BEST TRADE

OMAHA, NEB., June 14, 1897.

We are using your Master Painters' Finishing White with our best trade, and are pleased to inform you that it has thus far given perfect satisfaction.

J. A. FULLER & CO.

IT CAN'T BE BEATEN

SHULLSBURG, WIS., July 22, 1897.

I have examined some of the work done with your Master Painters' Finishing White, bought from you in 1895, and find it in almost as good condition now as it was when it was first put on. It can't be beaten.

JOHN THOMPSON.

SUPERIOR TO LEAD

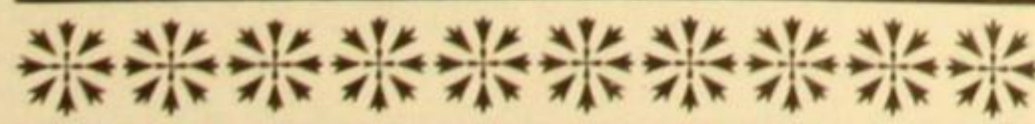
MIDDLETON, WIS., May 7, 1897.

As a consumer, I can say Patton's Master Painters' Finishing White has proven superior to all other brands of lead that I ever have used.

HENRY REIELS.

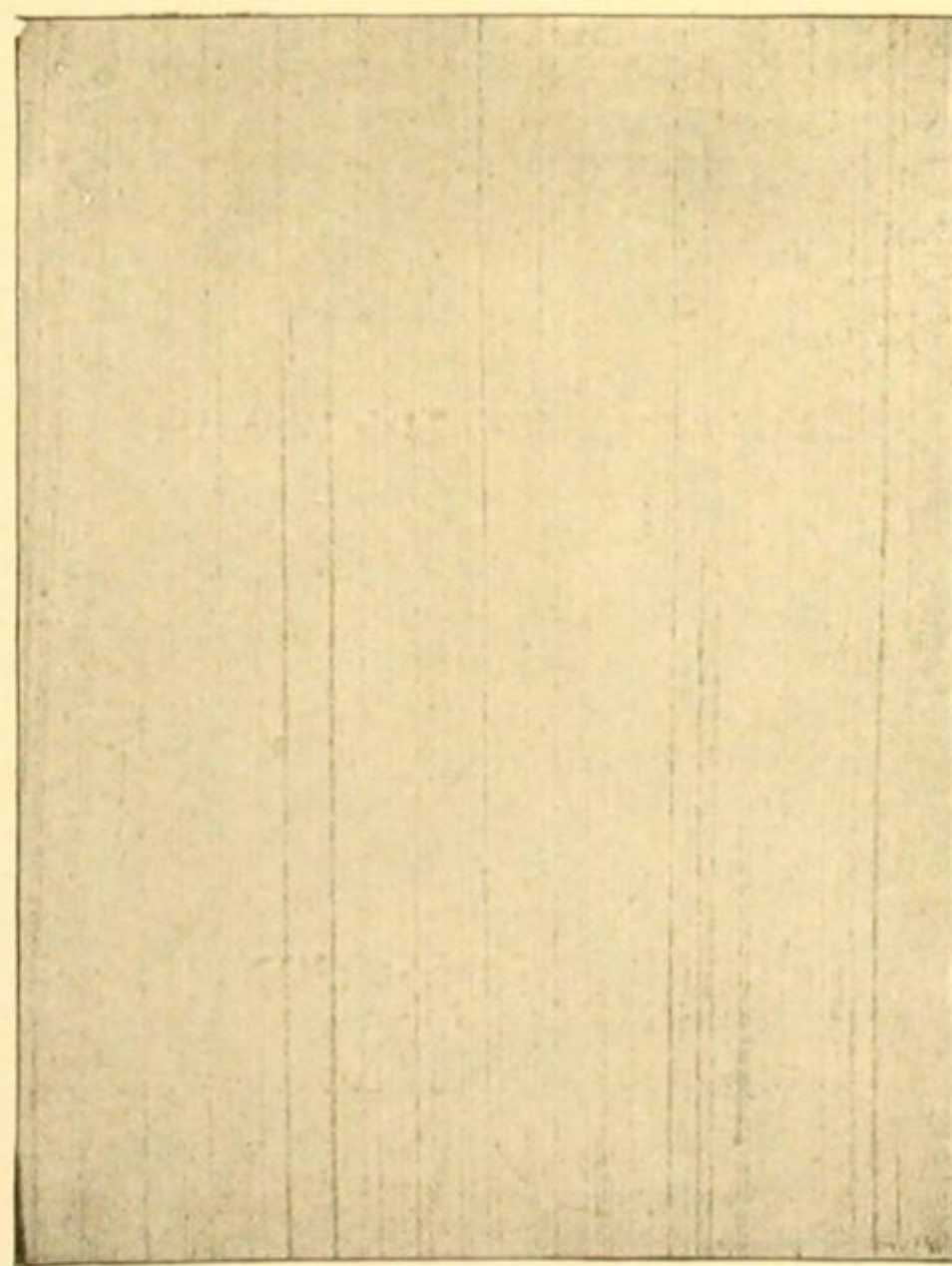


A FEW PRACTICAL
ILLUSTRATIONS
DEMONSTRATING
THEIR MERITS.



These
Are Actual Tests
of

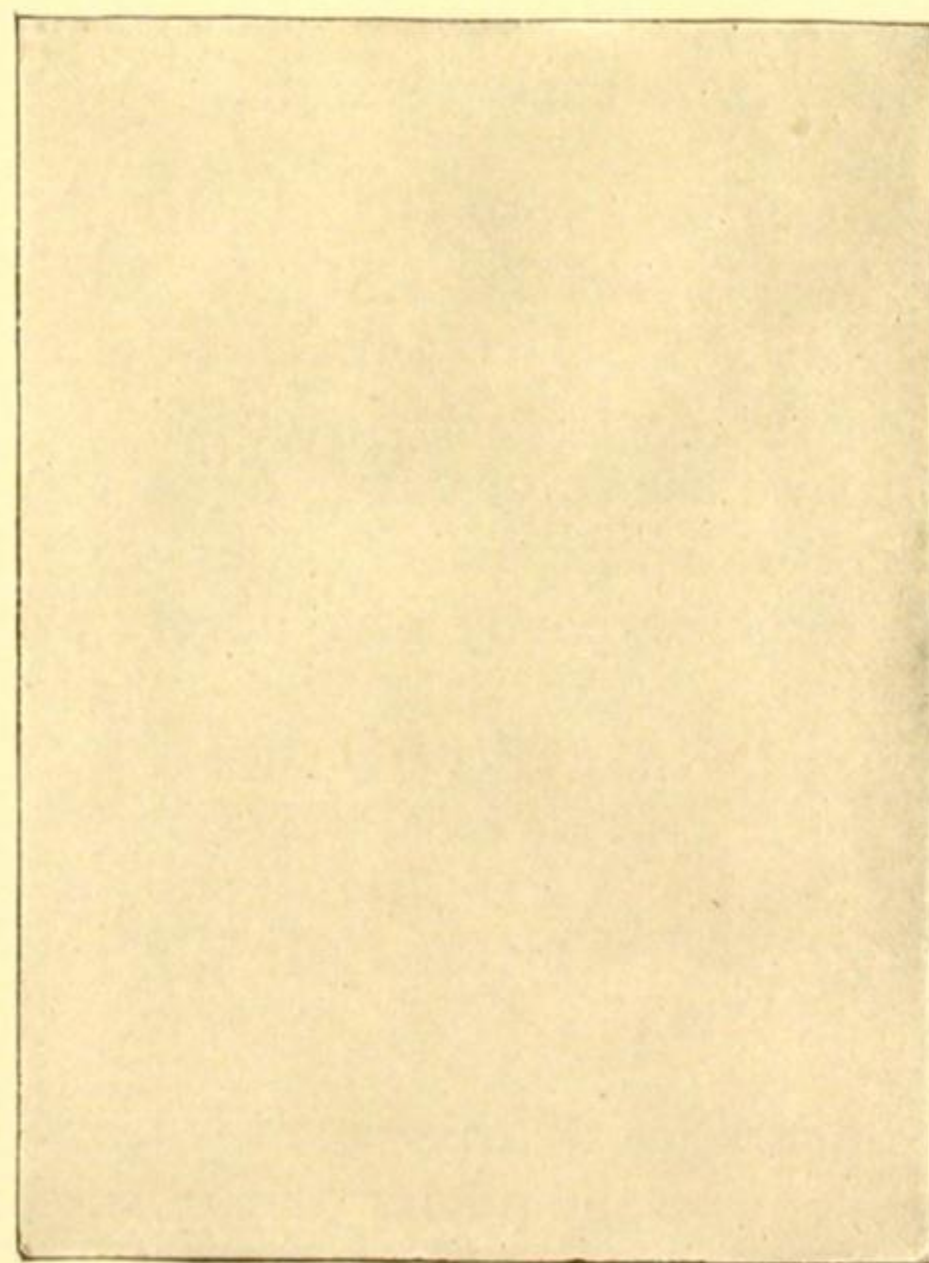
This shows a piece of Blackboard painted
with two coats of strictly pure
White Lead.



It does not cover the black.
SEE !

Patton's Sun-Proof
Master Painter's
Finishing White.

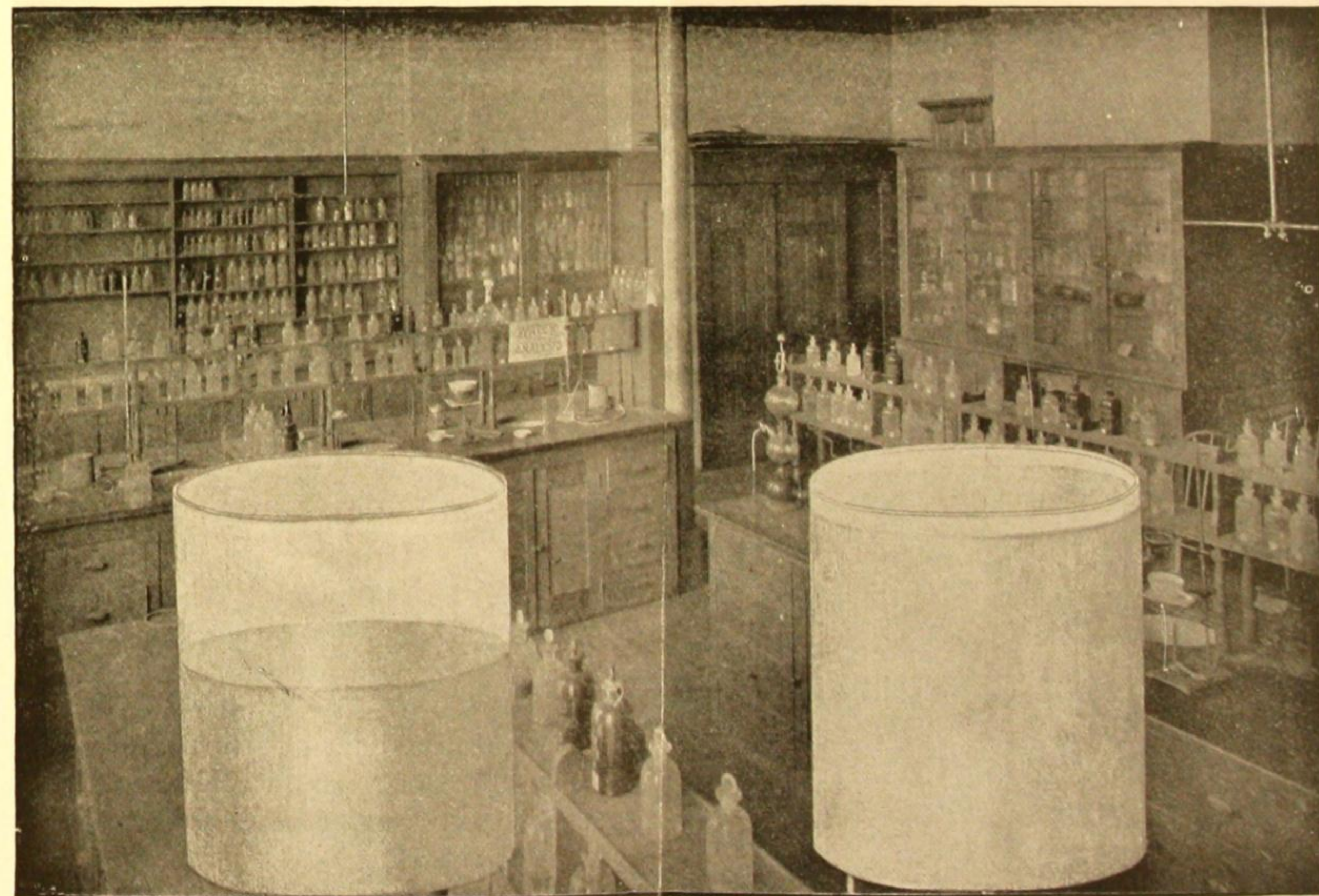
This shows a piece of Blackboard painted
with two coats of Patton's Sun-Proof
Master Painters' Finishing White.



The same quantity of oil was used as in the test
with the strictly pure lead. Notice how much whiter
this board is, which proves the greater body and
covering capacity of Patton's Paint.

 You Make
This Gain with

Patton's Sun-Proof Master
Painters' Finishing White.



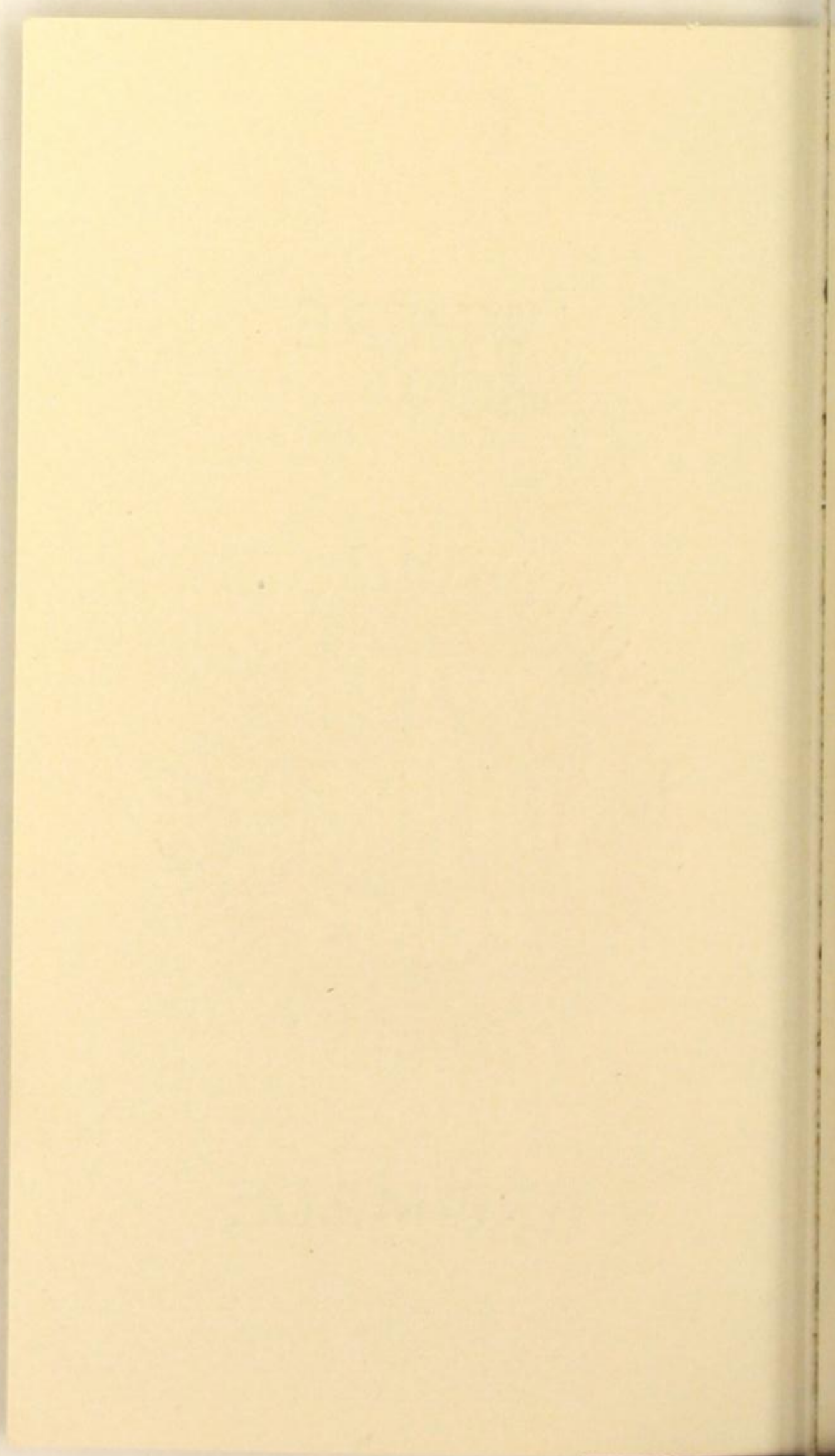
This receptacle shows 100 lbs. strictly pure White
Lead, reduced ready for use.
The Paint in both receptacles is of the same body or consistency.

This Shows 100 lbs. Patton's Sun-Proof Master Painters'
Finishing White, reduced ready for use.
An actual saving in favor of Patton's Paint of over 25 per cent.

WHERE
AND HOW



ARE MADE



WHERE 
...AND HOW....

SUN=PROOF PAINTS

 ARE MADE.

Mr. James E. Patton, president of the James E. Patton Co., established the Sun-Proof Paint business. He commenced his commercial career in Milwaukee in 1855, and since that time the business has continued without a break, and is in the same city to-day. The business originally was along jobbing lines. The present large manufacturing business has been a gradual development.

The incorporated Company was organized in January 1892. In the fall of that year, a disastrous fire destroyed a large portion of the business district, and with many others, the main buildings of the Patton Co. were burned to the ground. Larger and more commodious quarters were immediately purchased. This time the plant was located to obtain railroad tracks into the works. Instead of going out to the suburbs, a large block of property was



A VIEW OF THE PAINT WORKS.

(THE RAILROAD TRACK, WAREHOUSES, ETC., DO NOT SHOW IN THIS VIEW.)



A SECTION OF THE HOME OFFICE.

bought in the heart of the city and a railroad right-of-way purchased.

The demand for the Sun-Proof paints growing at an astonishing pace, it was necessary, in 1899, to increase the engine capacity. As double the former horse-power was needed at once, it was considered wise to provide for a large growth in the future, and so the new power plant is capable of developing four times the power of the old one.

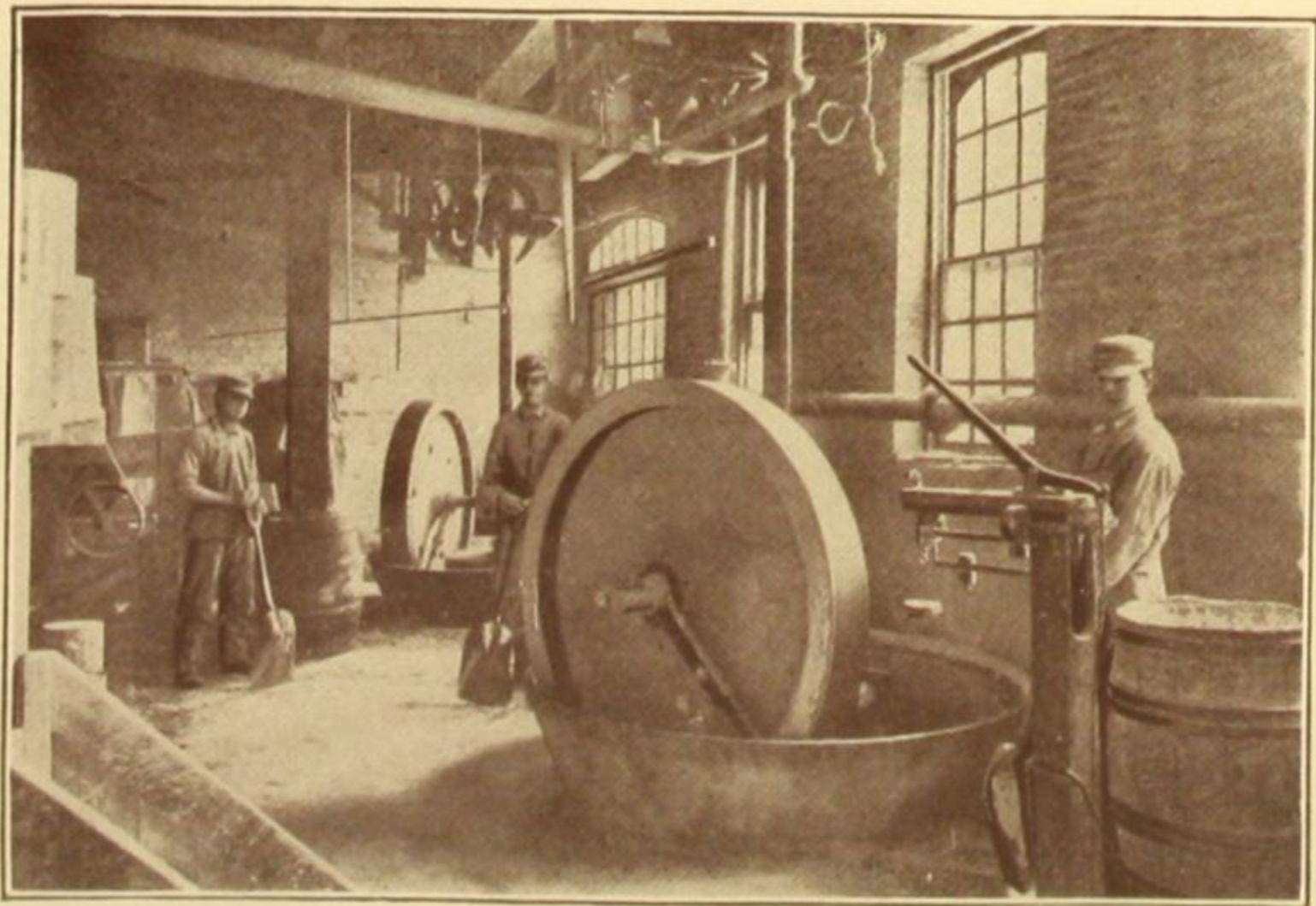
Some idea may be had of the present use of Sun-Proof Paint by the fact that a conservative estimate puts the number of houses which might be painted annually (if the output were used for exterior house painting) at 38,000, or, if the Sun Proof Paint were all packed in one-gallon cans and the cans placed one upon the other, it would make a column 225,000 feet high, or many times higher than the highest mountain in the world. This vast amount of paint, which is rapidly increasing in output, would cover a surface of 112,500,000 square feet with two coats of paint, or about enough paint to paint a belt around the world one and one quarter foot in width.

At the present rate of increase the business will be doubled in two or three years.

Only a paint of wonderful wearing qualities could secure such a sale as



WHERE THE PAINT IS STARTED THROUGH THE MILLS
ON THE TOP FLOOR.



PAINT CHASERS.



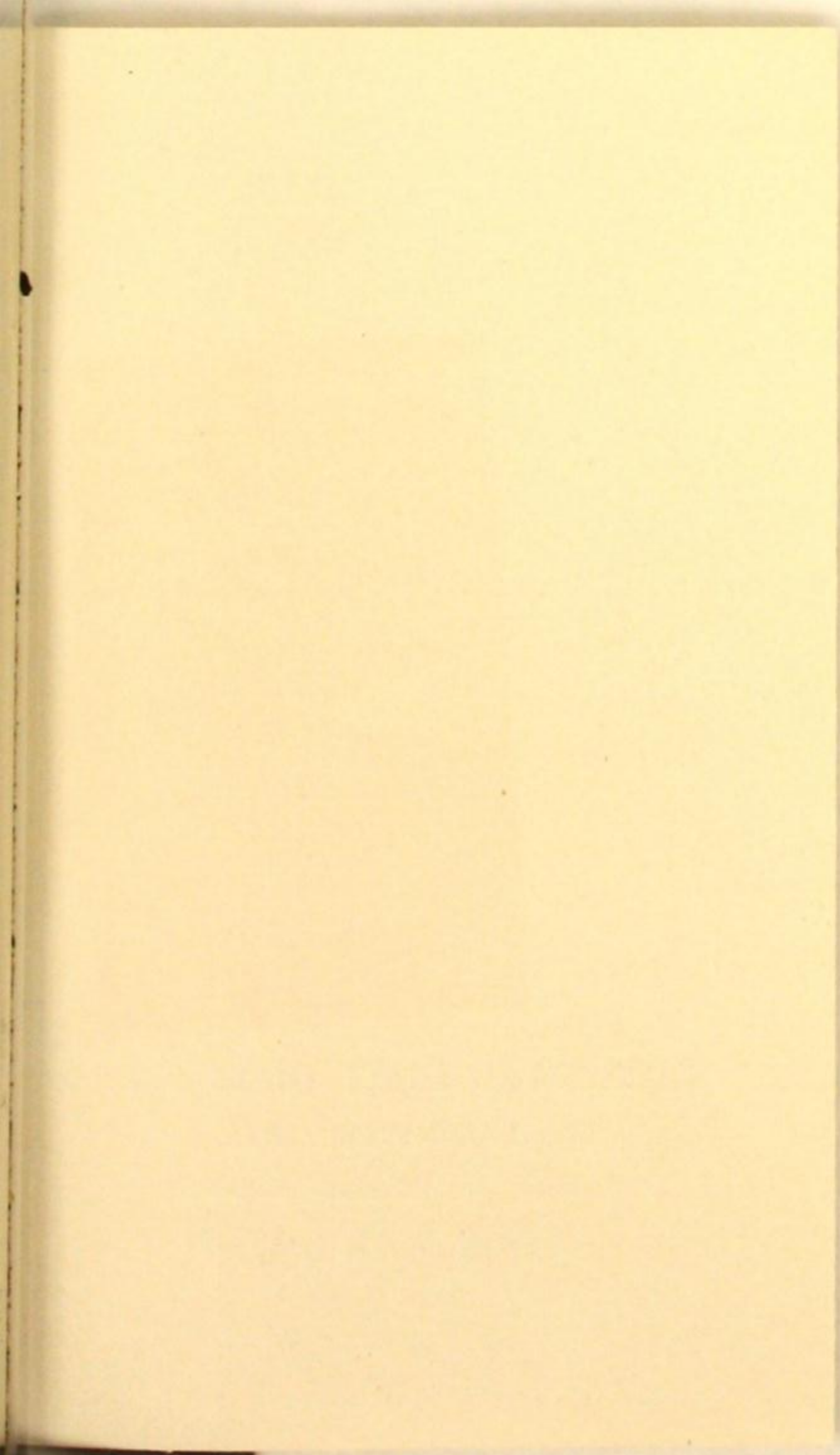
FILLING INTO CANS ON THE GROUND FLOOR.

ALL DONE BY MACHINERY—NO GUESSWORK.

this. The Patton Company insure the user of their Sun-Proof Paint by a most liberal guarantee of its durability.

Few imagine how difficult it is to make a thoroughly durable paint. Heavy and expensive machinery must be used; there must be absolutely no guesswork; each ounce of paint must be exactly alike; the pigments and oil must be minutely ground and mixed together, and there are numerous other details of too technical a nature to describe. The machinery used in the Patton paint factory is modern and up-to-date. The big fire destroyed all the old mills. All the grinding, chasing, mixing, etc., is done by machinery, thus insuring a uniform paint. The element of human error is thus practically eliminated and one may use the Patton Sun-Proof Paint with the certainty of getting a good paint in every can.

It requires time to prove whether a paint is composed of the right materials or not. The increase in the use of Patton's Sun-Proof Paints is convincing evidence that the public have given these paints their approval. A poor article might have a large sale, but it would not last long. It is the business which increases year after year which gives certain indications of merit.



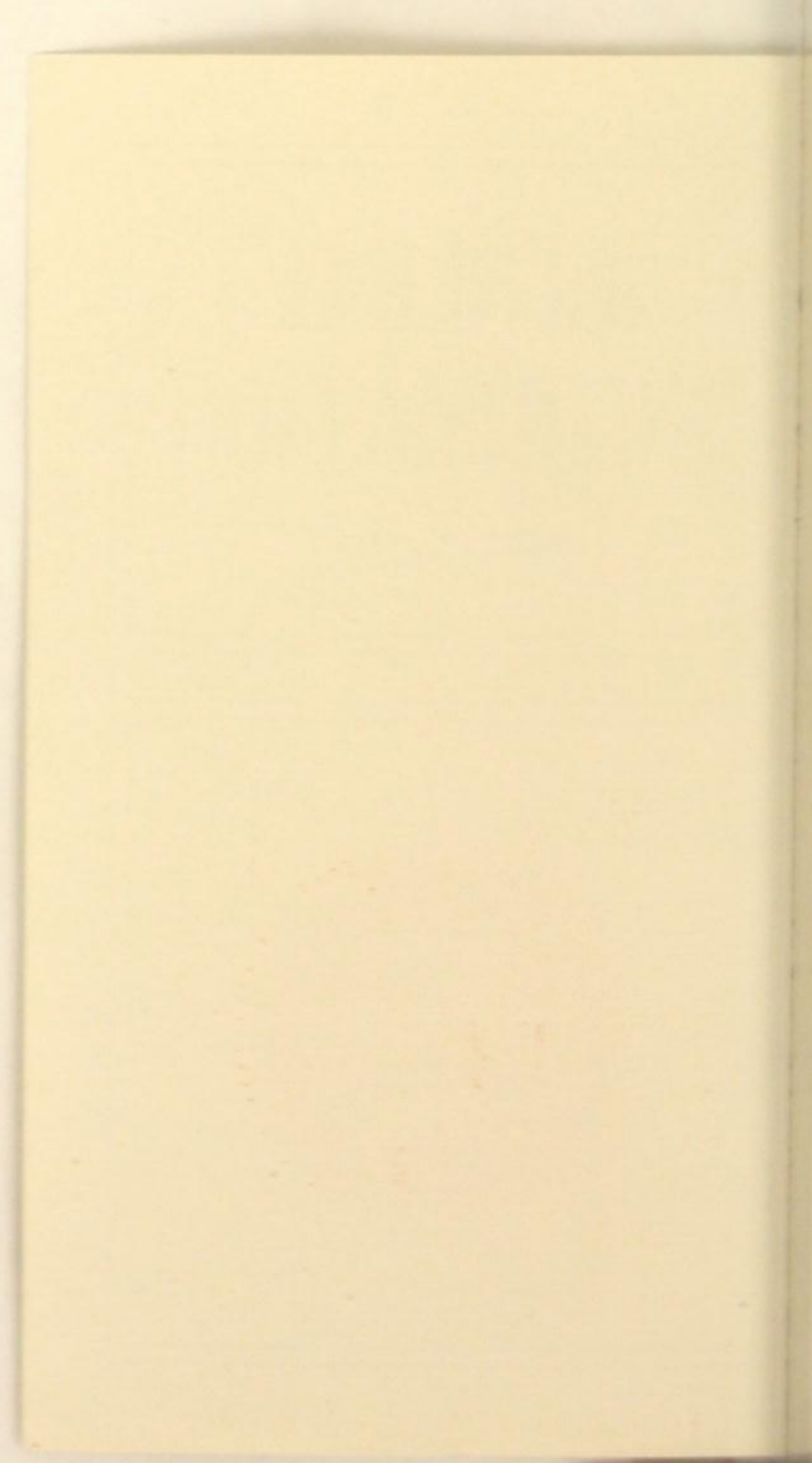
WETZEL BROS. PRINTING CO.
MILWAUKEE.

Pittsburgh Plate Glass Co.
GENERAL DISTRIBUTORS,
Hudson and Vandam Streets,
New York City, N. Y.

GENERAL INFORMATION

REGARDING





How They Come, or in What Shape Are They Offered to the Public?

PATTON'S Sun-Proof Paint is made in ready-for-use and paste form. The first, or ready-to-use paint, is intended to be applied as we send it out, for finishing-coat work, and to be thinned from 10 to 25 per cent with pure linseed when used for priming, or first-coat work.

The "paste-form" of Sun-Proof Paint is the white paint before it is thinned. The Pattons call it Sun-Proof Master Painters' Finishing White, or Sun-Proof M. P. F. White for short. Many painters prefer paint in this shape because painters frequently like to add the oil and drier themselves.

The ready-for-use or Mixed Paint, is tinted to the desired shade when it leaves the factory. The white paste must be tinted by the party applying it. The Patton scheme for doing this tinting makes this very easy to do. How to do the tinting yourself is explained in the Sun-Proof Master Painters' tinting card.

Which is the Best to Use?

If your facilities for mixing paint are equal to the paint factory's, then it does not make any difference which form of

the Sun-Proof Paint you buy. If you are not so equipped, the ready-for-use paint is the best for you.

In a case where the painter who is to apply the paint, is strongly opposed to using mixed paints, then be sure to get the paste form, and be very careful to secure pure linseed oil to thin the paint. If pure oil is obtained and care used in thinning the paste paint according to directions, the paint should be practically the equal of the factory mixing. The great drawback to hand-mixed paints is the unequal and wrong proportions of oil and the lack of proper mixing, which is secured by heavy paint-mixing machinery.

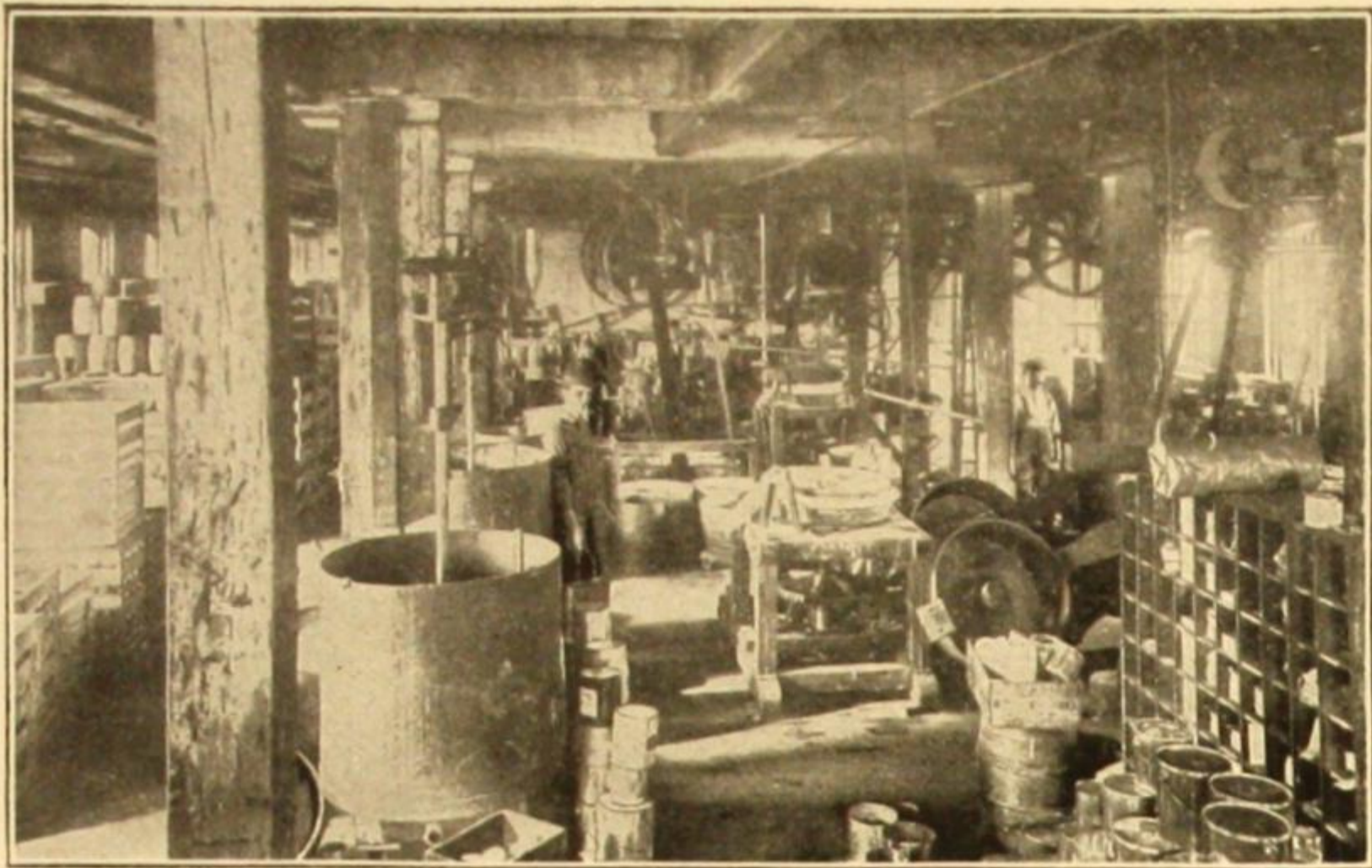
Why Did the Pattons Use the Three Pigments, Lead, Zinc and Silica, as the Base of Sun-Proof Paint?

These are the reasons:

White lead mixed with oil forms a soapy paint, and, lacking hardness, is easily decomposed by the sun and atmosphere and soon "chalks off."

Zinc alone requires too many coats to cover the surface well, and being very hard, is apt to crack and scale off if the material painted is not thoroughly seasoned, or if any moisture gets behind the paint.

Silica furnishes the needed additional pigment to make possible the Patton Sun-Proof Paint.



One View In the Paint Factory.

Silica is the chief component of our earth. It is the basic element in our crockery, window glass, scouring soaps, cleaning and polishing powders, etc., and its use as paint is by no means new. It is the chief ingredient of the wood fillers used for finishing the finest wood-work, such as fine furniture and the interior of dwelling-houses and sleeping-cars. Silica is practically indestructible.

Extensive experiments have proved, beyond controversy, that when united **IN SCIENTIFIC PROPORTIONS** these three white pigments make a paint that is superior in every respect to any other. The Patton proportions (their secret) are the scientific proportions. The guarantee proves it.

The secret of the durability of Sun-Proof Paint is explained in the following:

The base is zinc, silica and white lead in scientific proportions, and not merely white lead alone.

The oil in which these pigments are ground is **ABSOLUTELY PURE LIN-SEED OIL**, and there are no other ingredients except the paint pigments and the best quality of turpentine (not benzine) drier. The paint contains no water or kerosene.

The colors used for tinting are the most durable grades obtainable, and are clear, bright and lasting.

This paint resists the action of the sun and atmosphere wonderfully, and lasts fully twice as long as the best quality of white lead paint, or any of the ordinary paints on the market.

Notwithstanding the fact that this paint covers more surface per gallon, fills the wood more thoroughly, is porous, elastic, lasts longer and is better in every respect, Sun-Proof Paint sells at about the same price as other standard paints.

THE GUARANTEE.

To Whom It May Concern:

We herewith guarantee Patton's Sun-Proof Paints to wear well on buildings painted with the same for at least five (5) years. Should our claim for Sun-Proof Paints fail, we agree to furnish new paint free, or its equivalent in cash, if desired.

It is our meaning and intent to honestly guarantee our paint to wear, but this guarantee will not be allowed to be used as a means for unjust demands, careless, slovenly work, or where the paint is applied contrary to our written directions.

(Signed)

J. E. Patton

President.

**The "Directions" Referred to in the
Guarantee are as follows:**

This guarantee is not intended to embrace our paints on *unseasoned Southern yellow*, Norway, or green, sappy pine, or impossible conditions, as, for example, a building subjected to strong sulphur or ammonia fumes in certain manufacturing districts, or severe exposure in alkali deserts and tropical lands. It is unnecessary to say, perhaps, that even under such adverse circumstances as these just cited Patton's Sun-Proof Paints will stand wonderfully well. But this guarantee covers all the usual cases of house painting.

In applying our Sun-Proof Paint we insist on the following sensible directions being conscientiously complied with:

First, on new work the structure must be thoroughly dry—not merely on the surface, but back of it. Do not rush paint onto a building that has been recently soaked with rain, or where the lumber is still green. When the dews are heavy, do not begin to paint until ample time has been allowed for the sun to dry the dew. Cover all knots and sappy places with pure Shellac Varnish.

If the foregoing directions have been carefully followed, the surface is ready for the foundation or priming coat. This is the most important of the paint coats. Use the Sun-Proof Paint for this

purpose, largely reduced with pure linseed oil. Many make the mistake of priming with cheap ochres or adulterated oil or both. This may make a surface that paint can never be made to hold on. Putty nail holes and the like after the priming coat has been put on, not before. Give the priming coat plenty of time to harden, but we do not recommend the practice of priming a house say in the spring and then waiting six months or a year to finish the work.

For finishing coat work the paint should not be too heavy to work freely. Our liquid, or ready-for-use paint, is just right for finishing work.

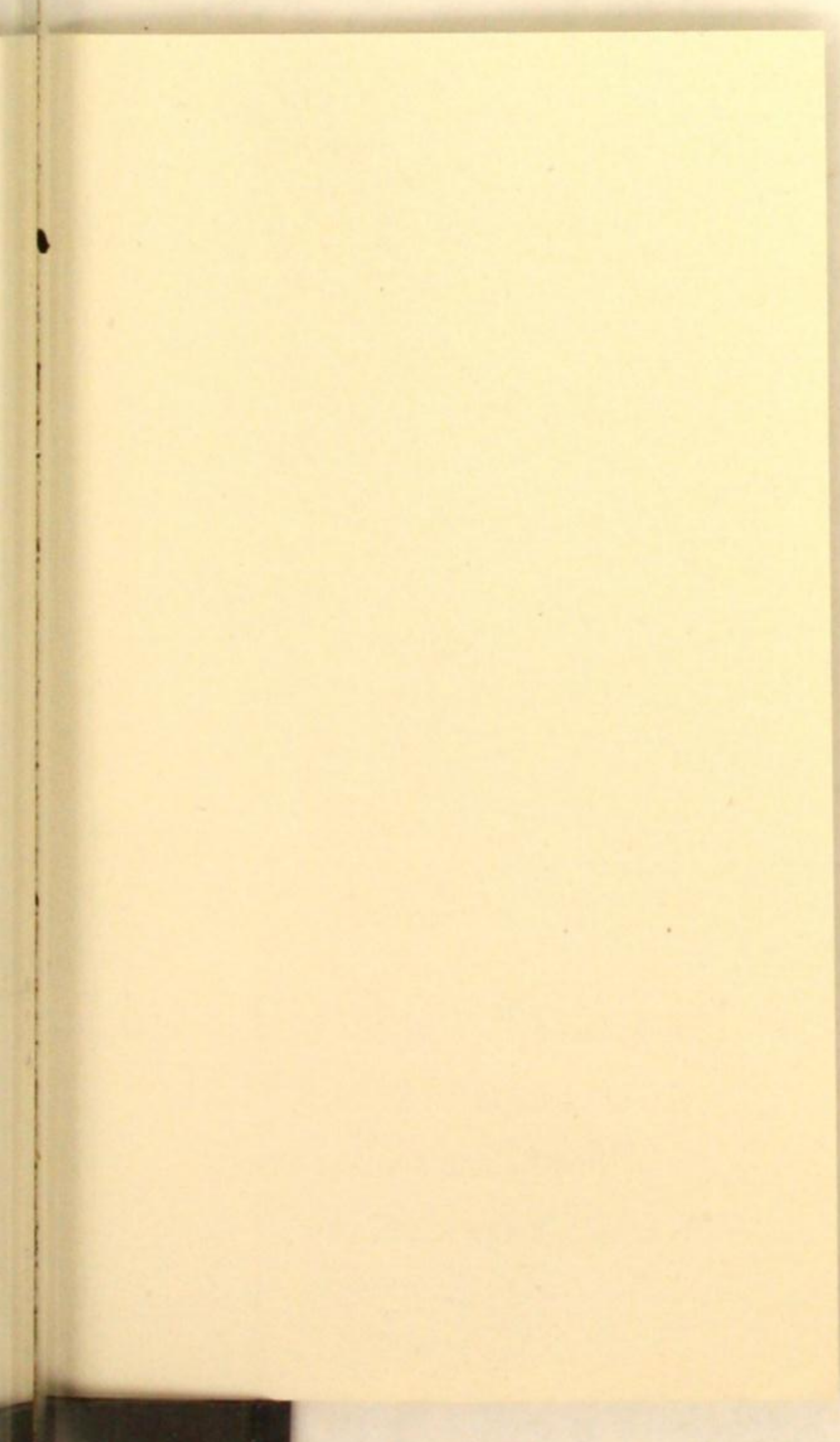
In applying Patton's Sun-Proof Paint on buildings which have been painted before, the method of procedure is the same as on new work. The danger in painting on old paint is from the old paint itself. Use great care in removing all loose or peeling paint. Burning off such places is sometimes necessary, but a scraping knife and sandpaper is usually sufficient. The new steel scrubbing brushes are also valuable for this purpose. If the old paint is not through scaling, or if loose old paint is left, it will come off later and carry the good paint with it. We do not guarantee the old paint, so see to it that this danger is removed.

And now a suggestion of great importance: **Brush the Paint in.** You cannot brush a good paint too much. A paint must be well brushed to wear.

If well brushed an endless number of coats may be put on and there will never be any peeling. To illustrate: One of our friends points out that doors or other places used for "working out" paint brushes, being surfaces where painters clean brushes, that such surfaces sometimes have hundreds of coats of paint and peeling is unknown. This is positive proof of the necessity of brushing it in.

See to it that the linseed oil used is absolutely pure. If you are in doubt about it, tell us the brand, or, better, send us a sample of it. Paint cannot wear unless pure linseed oil is used. Use the pure boiled linseed and never add drier. The boiled oil will dry the paint fast enough; the causes of paint blistering are too much drier in the oil or the wrong surface, or applying paint too thick.

Use plenty of oil in reducing paint for use. It is much better to have the paint too thin than too thick—it will peel if too heavy. Go by the directions on each package.





Pittsburgh Plate Glass Co.
GENERAL DISTRIBUTORS,
Hudson and Vandam Sts.,
New York City, N. Y.

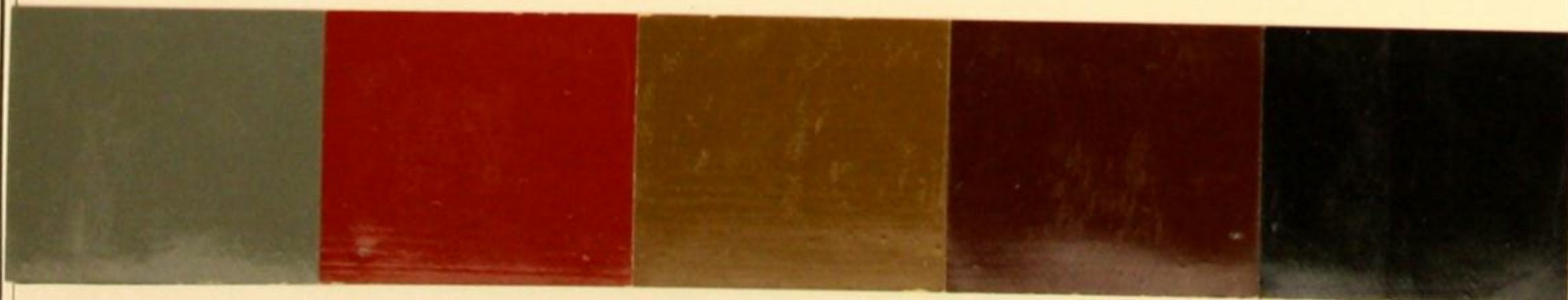


PATTON'S

BARN, BRIDGE AND ROOF PAINT.

MIXED READY FOR THE BRUSH.

PATTON PAINT CO., MILWAUKEE, WIS.
U. S. A.



21X-Gray

17X-Venetian

18X-Yellow Mineral

20X-Brown Mineral

8X-Slate

**SOLD IN ONE AND FIVE GALLON PACKAGES, BARRELS (about 50 gal.)
AND HALF BARRELS (about 25 gal.)**

PATTONS' ROOF
AND BARN PAINTS.



MOSS GREEN



Pittsburgh Plate Glass Co.

GENERAL DISTRIBUTORS,

Hudson and Vandam Streets,

New York City, N. Y.

PATTON'S
RADIATOR
AND
ENGINE
PAINT

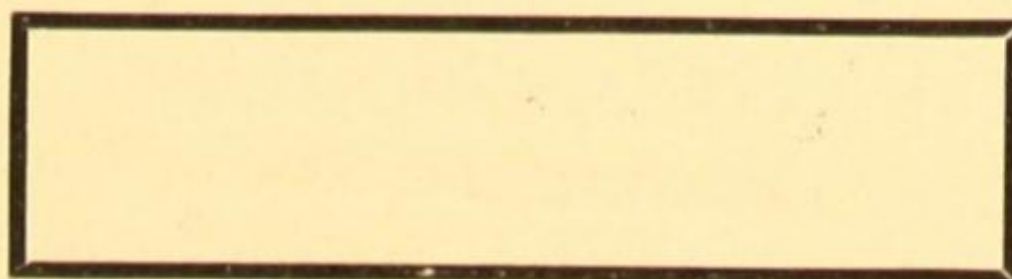


MADE ONLY BY

PATTON PAINT COMPANY

LAKE, BARCLAY AND OREGON STREETS

MILWAUKEE, WIS.



=====USE=====

PATTON'S RADIATOR PAINT

ON ANYTHING COLD THAT
IS GOING TO GET

HOT

AND YOU WILL HAVE A

GLOSSY, DURABLE AND
PERMANENT COVERING

=====

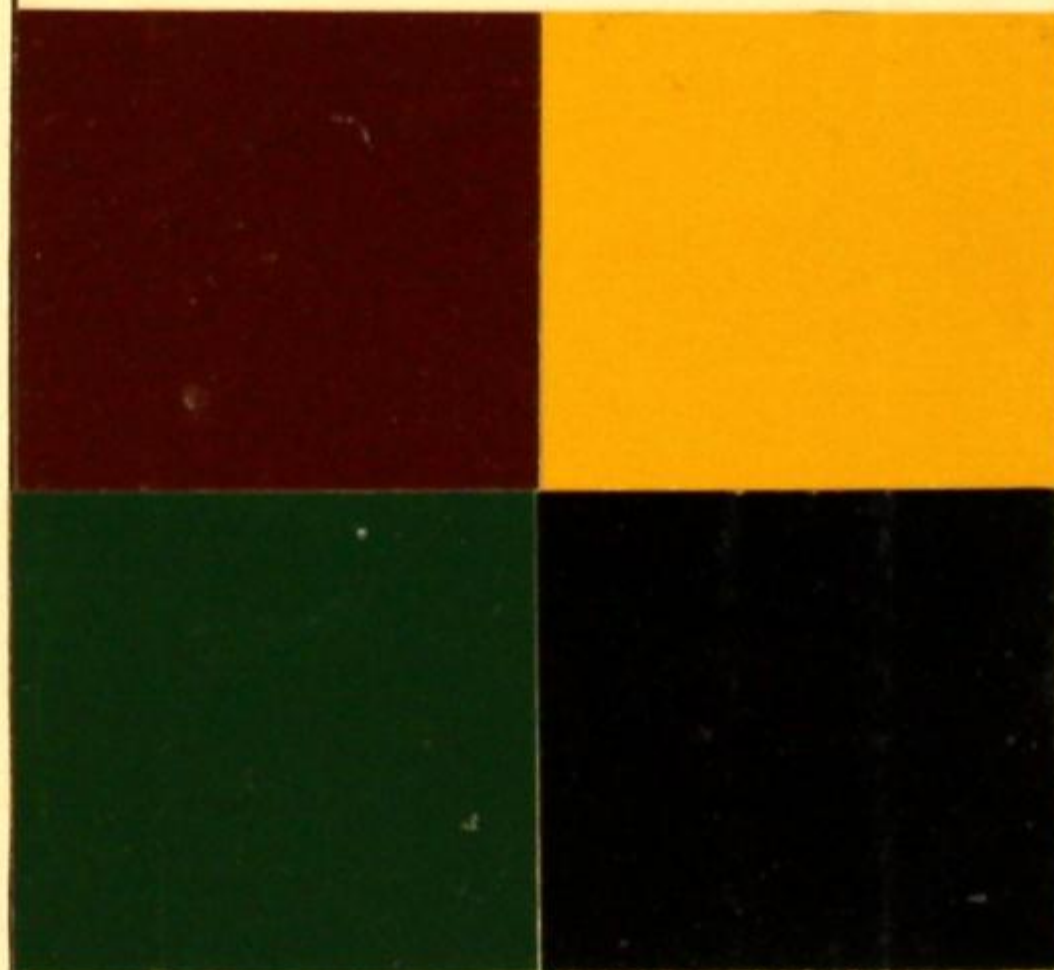
MADE ONLY BY

PATTON PAINT CO.
MILWAUKEE, WIS.

PATTON'S RADIATOR ... AND ... ENGINE PAINTS

MAROON

YELLOW



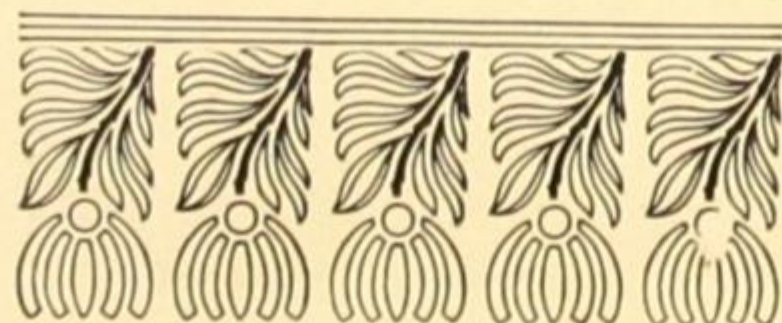
GREEN

BLACK

1/2 Pint Cans.....	each, \$.60
1 Pint Cans.....	" .90
1 Quart Cans.....	" 1.50
1/2 Gallon Cans.....	" 2.90
1 Gallon Cans.....	" 5.75

PRICE LIST

Gallons	each	\$3.00
Half-Gallons	"	1.65
Quarts	"	.90
Pints	"	.50
Half - Pints	"	.35



Pittsburgh Plate Glass Co.

GENERAL DISTRIBUTORS,

Hudson and Vandam Streets,

New York City, N. Y.

Samples of...

PATTONS' Liquid Oil Stains

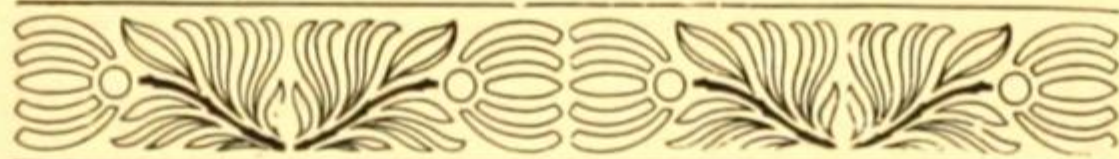


Manufactured by

PATTON PAINT COMPANY

Lake, Barclay and Oregon Streets

MILWAUKEE, WISCONSIN, U.S.A.

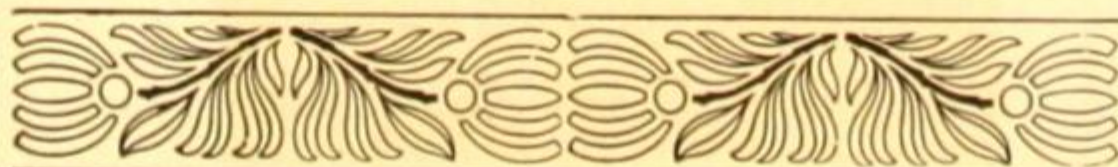


PATTON'S **Liquid Oil Stains**

Adapted to all kinds of
work where stain is used
:: For New or Old Work ::

If a gloss or varnish luster
is desired, finish with a
good interior varnish ::::

Ready for Use



Antique Oak



Walnut



Cherry



Mahogany



Rosewood



Light Oak



IMPROVEMENT IS OUR
MOTTO

WE GUARANTEE THIS
FLOOR PAINT

SUPERIOR TO ANYTHING ON
THE MARKET.



Not a Water Mixture.
Not a Chemical Mixture.



Pittsburgh Plate Glass Co.

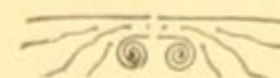
GENERAL DISTRIBUTORS,
Hudson and Vandam Streets,
New York City, N. Y.



PRINCESS

GUARANTEED

FLOOR PAINTS



Patton Paint Co.,

SOLE MAKERS,

Milwaukee, Wis.

U. S. A.

PRINCESS

GUARANTEED



FLOOR PAINT.

Our Floor Paint when used on a
DRY, CLEAN Surface will dry
quickly and as HARD as FLINT.

To wash a floor covered with
this paint will improve instead of
injuring the coating. ❀ ❀ ❀

GUARANTEED.

LIGHT YELLOW.

DARK YELLOW

MAROON

LIGHT DRAB

DIRT COLOR

LEAD COLOR

RICH OLIVE



General Rule

TO ASCERTAIN QUANTITIES OF PAINT NEEDED
FOR A JOB.

Add length of both sides, . . .	30 feet
	30 "
Add length of both ends, . . .	25 "
	25 "
	110 "
Multiply by average height, . . .	20 "
Divide by 300 square feet, . . .	2200 "
Number of gallons needed, $7\frac{1}{2}$.	

SUN-PROOF PURE LIQUID PAINTS cover
300 square feet two coats on an average good
surface.

PATTON PAINT CO.

General Offices:
Cor. Lake, Barclay and Oregon Sts.
MILWAUKEE, WIS.
U. S. A.

SOLE MANUFACTURERS OF



SOLE MAKERS OF



MILWAUKEE, WIS.
U. S. A.

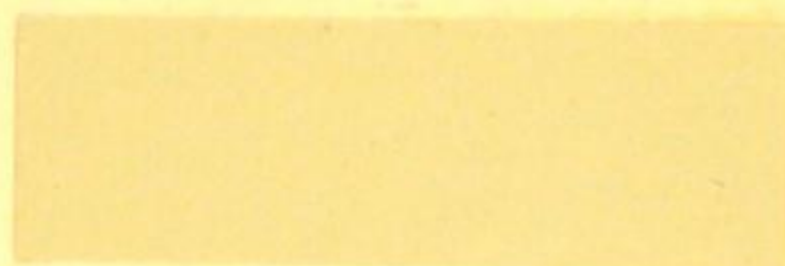
SOLD BY

Pittsburgh Plate Glass Co.

GENERAL DISTRIBUTORS.

Hudson and Vandam Streets, NEW YORK CITY, N. Y.

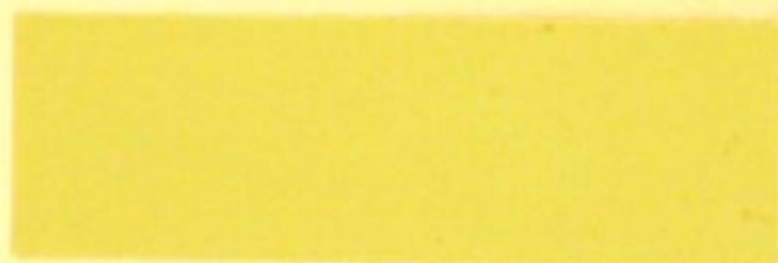
PATTON'S SUN-PROOF PAINTS



Light Stone

331

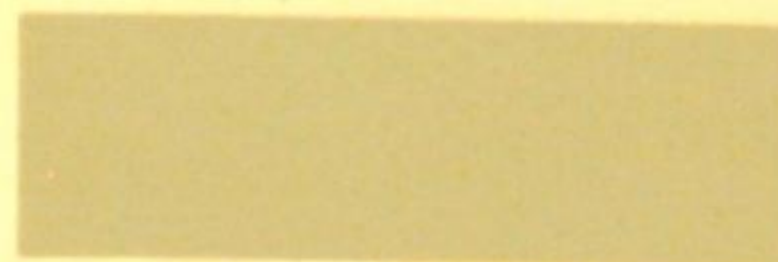
Suitable Trimmers
C
12x
Out. White
302



Pea Green

69

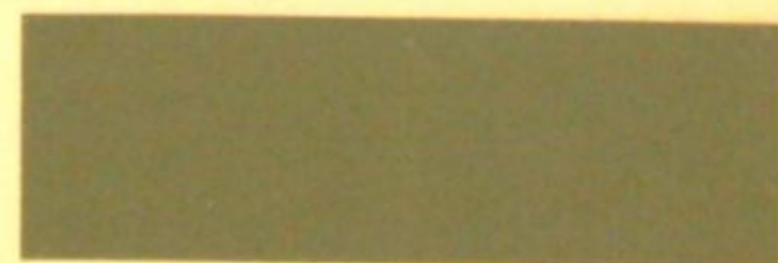
154
335
12x
336



French Gray

302

310
331
14x
Out. White



Slate

310

14x
302
331
Out. White



Bright Olive

335

336
154
12x
Out. White



Blind Green

Porch,
Furniture,
Blinds,
Etc.

PATTON'S SUN-PROOF PAINTS



Milwaukee Brick

55

Suitable Trimmers
330
176
308
Out. White



Primrose Yellow

176

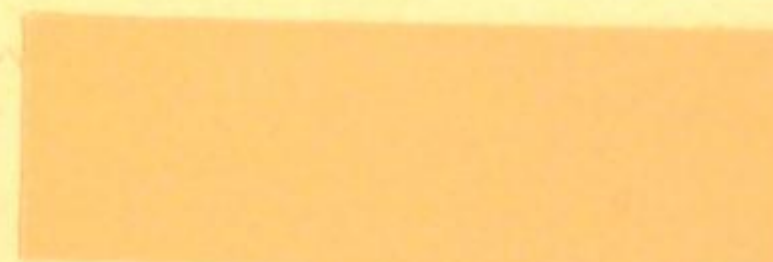
55
78
318



Tuscan

4x

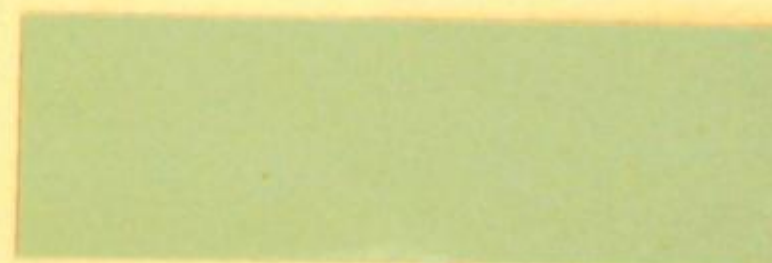
Store
Fronts,
Doors,
Sash, Etc.



Pink

177

Interiors
Porch,
Ceiling,
Etc.



Turquoise

179

Interiors
Porch,
Ceiling,
Etc.



Vermillion

Porch,
Furniture,
Etc.

ALSO INSIDE AND OUTSIDE WHITE AND BLACK

PATTON'S GRAPHITE PAINT

IS PUT UP FOR SALE
AS FOLLOWS:

LIQUID FORM.

1	Gallon	Cans.
5	"	Kegs.
10	"	"
25	"	"
50	"	Bbls.

PASTE FORM.

12½	Lb.	Cans.
25	"	
100	Lb.	Kegs.
200	"	
500	"	
700	Lb.	Bbls.

Patton Paint Co.,
SOLE MAKERS,
Milwaukee, Wisconsin, U. S. A.



PATTON'S

GRAPHITE PAINT.



Containing a small
percentage of Silica.

EXPERIENCE . . .

has demonstrated that no paint excels Graphite for durability, where it can be used. Its color, a slate, prevents its use except for roofs, bridges, etc. There are other colors offered as "Graphite Paint," but if the color is materially different from the natural graphite color, then so much foreign matter has been added as to destroy its real value. ✱ ✱ ✱ ✱ ✱

✱ Some "Graphite Paints" on the market contain no Graphite whatever. ✱ Patton's Graphite Paint is the best it is possible to manufacture. There is but little difference in price between Patton's and the other kinds.



GRAPHITE . . .

being a form of carbon, cannot be affected by acid, alkali, gas or any solution known to chemists. ✱ ✱

✱ It has remarkable fire-proofing properties and has been subjected for months to acids, alkalies, water, brine and sulphur fumes, withstanding them all. ✱ ✱ ✱ ✱ ✱ ✱

✱ It will cover much more surface than metallic oxide, one gallon of mixed paint covering from six to seven hundred feet of iron surface.

✱ Roof painting is a subject that does not receive the attention that it should, and often a good iron or tin roof is ruined for the lack of paint, when ten years might be added to its life at a very small expense.

The life of a metal roof is its paint, and it is therefore very essential that good material should be used. ✱ ✱

MORAL:

USE PATTON'S GRAPHITE.



Pittsburgh Plate Glass Co.

GENERAL DISTRIBUTORS,

Hudson and Vandam Streets,

New York City, N. Y.

**PATTON'S
AIR-DRYING**



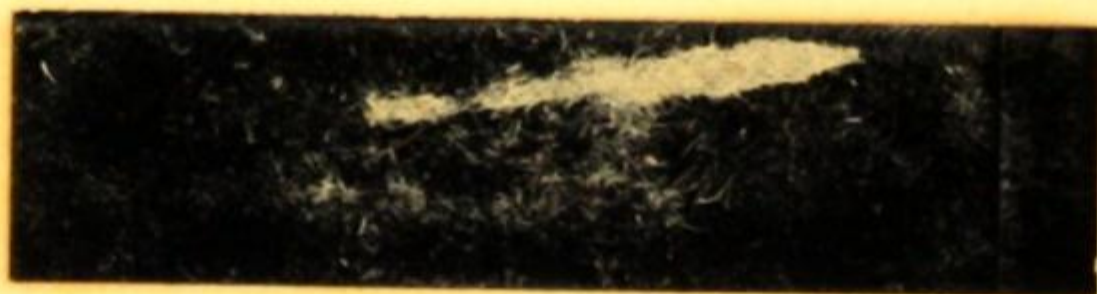
**"BIKE"
ENAMEL**



MANUFACTURED ONLY BY

**PATTON PAINT CO.
MILWAUKEE, WISCONSIN**

PATTON'S BIKE ENAMEL



ROYAL BLUE



VERMILION



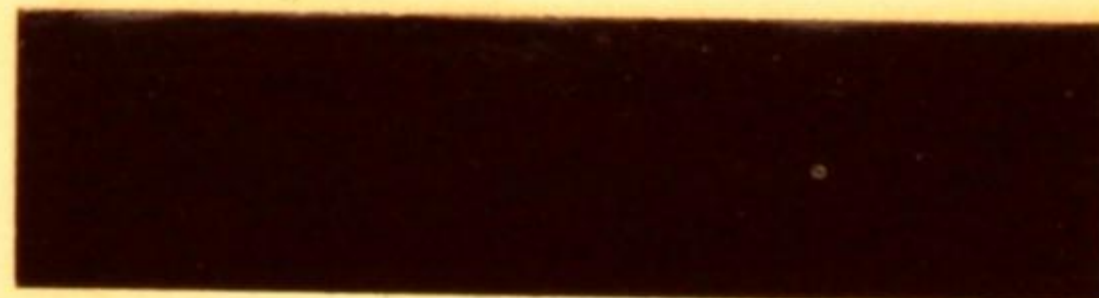
CARDINAL



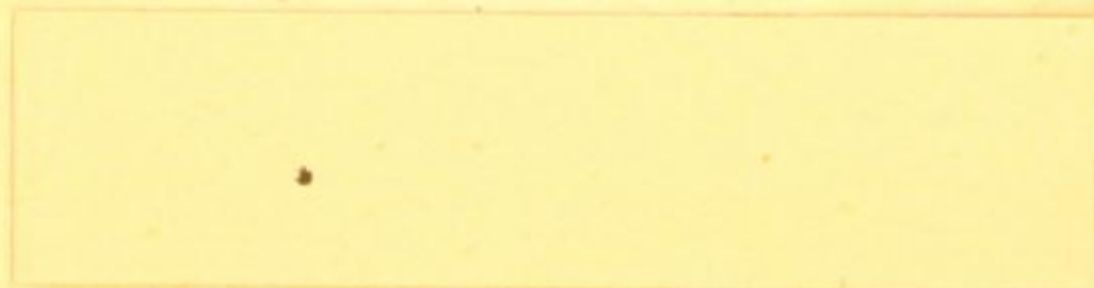
BICYCLE GREEN



BICYCLE YELLOW



BICYCLE MAROON



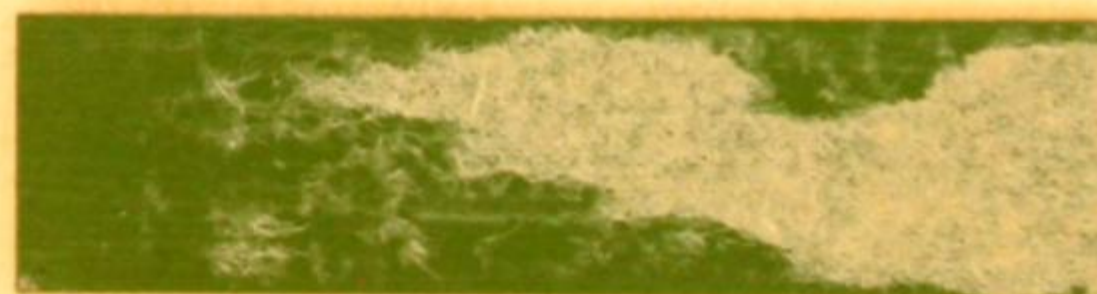
WHITE



TURQUOISE



BLACK



MOSS GREEN

PATTON'S GLOSS ENAMEL



Being made from Pure White Zinc and Varnish, it is much superior to any regular House Paint for interior purposes.

PATTON'S GLOSS ENAMEL



Dries with a hard, smooth surface.



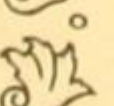
*This Paint is very durable
and may be washed.*



We therefore recommend it for walls
and woodwork of



KITCHENS,
BATH-ROOMS,
HALLWAYS,
ETC.,



where Paper and Kalsomine cannot
wear.

Pittsburgh Plate Glass Co.

GENERAL DISTRIBUTORS,

Hudson and Vandam Streets,

New York City, N. Y.

Form 214



PATTON'S...

GLOSS
ENAMEL
PAINTS.

PATTON PAINT COMPANY,

SOLE MANUFACTURERS.

MILWAUKEE, WISCONSIN, U. S. A.

PATTON'S

GLOSS

ENAMEL



 ESPECIALLY PRE-
 PARED FOR WALLS
 AND WOODWORK
 WITH A HIGH, RICH
 LUSTRE

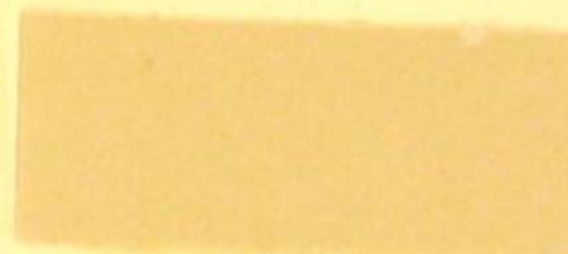


 THIS PAINT CAN BE
 WASHED AND WILL
 HOLD ITS BEAUTY
 FOR YEARS . . .

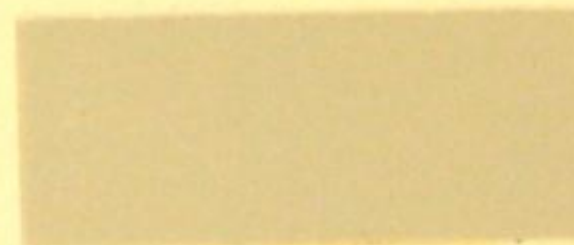
MANUFACTURED ONLY BY

PATTON PAINT COMPANY.

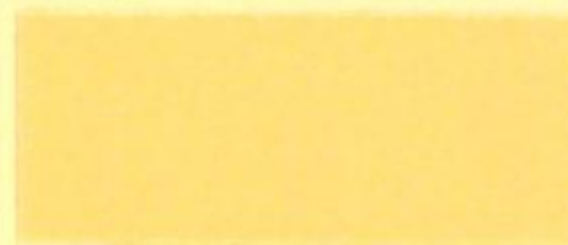
Patton's Gloss Enamel.



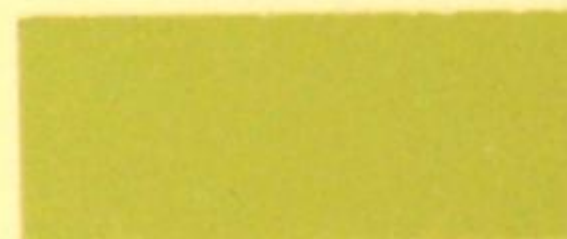
SHELL PINK



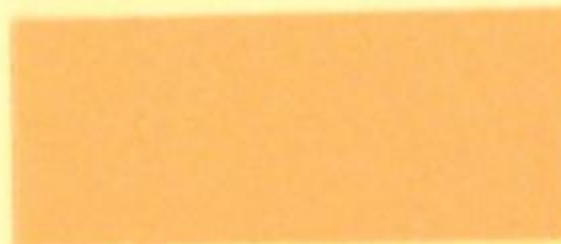
LAVENDER



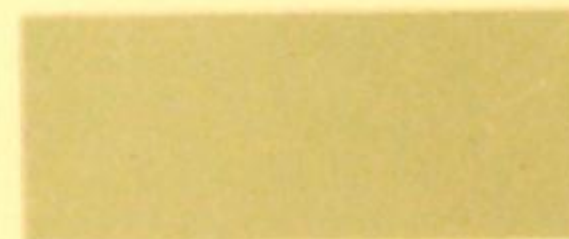
IVORY



PEA GREEN



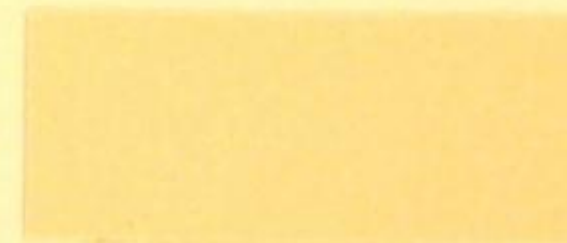
PINK



TURQUOISE



LIGHT STRAW



WHITE

NOTE—If any of these tints are considered too dark,
 lighten with   

 PATTON'S GLOSS ENAMEL WHITE.



THIS PAINT has been on the market for many years and deserves its high reputation.

BEWARE of worthless and cheap imitations.

These Paints are
DURABLE.

Pittsburgh Plate Glass Co.

GENERAL DISTRIBUTORS,

Hudson and Vandam Streets,

New York City, N. Y.

... PATTON'S ...

DOG CART

"CARRIAGE PAINTS."



These paints are especially adapted for repainting

**CARRIAGES,
BUGGIES,
ETC.**

.. Only one coat required to finish the work..

They dry quick and hard with a splendid gloss

.... Do not need varnishing or rubbing.

Can be applied by any one.

Experience unnecessary.

Full and explicit directions on each can.

**We recommend them for their Beauty,
Durability and Economy.**

MANUFACTURED ONLY BY

**PATTON PAINT COMPANY,
MILWAUKEE.**

Form 202

... PATTON'S ... DOG CART CARRIAGE PAINTS.



MIXED READY FOR THE BRUSH.

Paint Your Buggy or
Carriage for

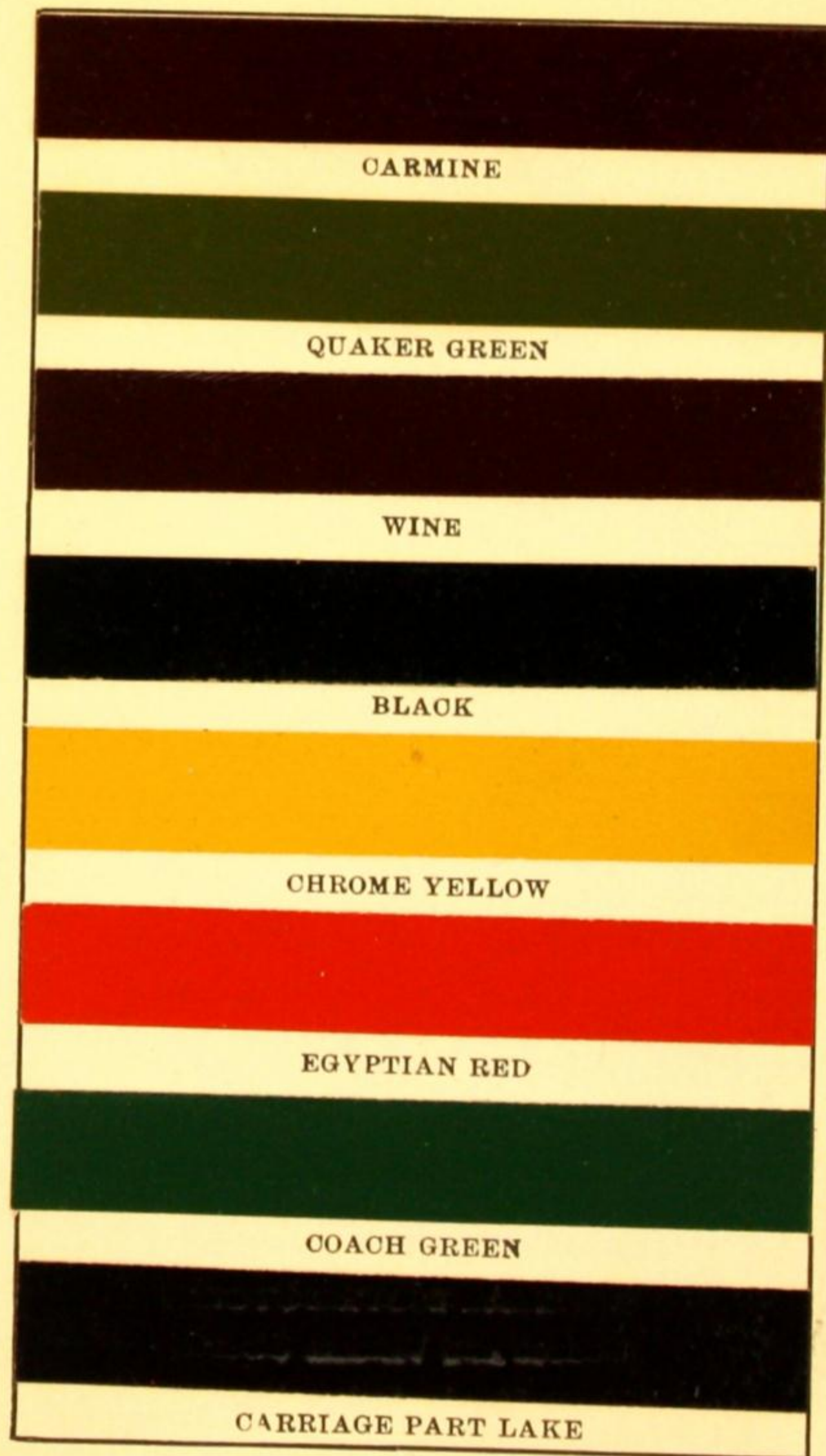
... LESS THAN ONE DOLLAR ...

Paint To-Day.
Drive Out To-Morrow.

PRICE LIST.

	QTS.	PINTS.	$\frac{1}{2}$ PINTS
Egyptian Red.....	\$ 1.00	\$ 0.60	\$ 0.40
Carmine.....	1.00	.60	.40
All Other Colors.....	.75	.45	.30

Patton Paint Company.
MILWAUKEE, WIS.





Pittsburgh Plate Glass Co.

GENERAL DISTRIBUTORS,
Hudson and Vandam Streets,
New York City, N. Y.

Patton's Steel Color and Iron Filler

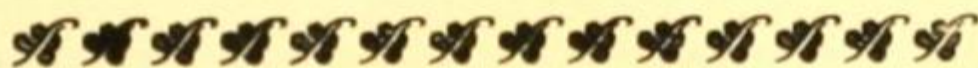
For Engines, Castings, Tools and
General Machinery



PATTON PAINT COMPANY

Sole Manufacturers

MILWAUKEE, WISCONSIN, U. S. A.

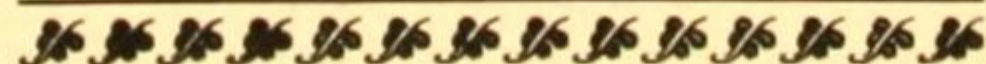


WE treat IRON FILLER and STEEL COLOR jointly because the first is for the filling or priming coat, and the second is for finishing coats. Both paints are in paste form like lead paint :: The IRON FILLER should be reduced for the priming coat with turpentine or benzine. The Filler may be used as a putty for large imperfections. In a short time it will dry as hard as the metal :: :: :: The STEEL COLOR is for finishing coats. This is an exceptionally durable paint and dries very quickly. It should be thinned for use with turpentine only :: :: :: ::

PACKED IN

Barrels of about800 lbs.
Half Barrels of about500 lbs.
Kegs of about300 lbs.
Cans, 25 lbs. each, 4 cans to a case.

PATTON PAINT COMPANY



Steel Color and Iron Filler



Ex. Lt. Steel Color

Iron Filler



Standard Steel Color

Lt. Steel Color

PATTON PAINT COMPANY

Sole Manufacturers

MILWAUKEE, WISCONSIN, U. S. A.



Pittsburgh Plate Glass Co.

GENERAL DISTRIBUTORS,

Hudson and Vandam Streets,

New York City, N. Y.

PATTON'S Varnish Stains



READY FOR
..USE..



Manufactured by

PATTON PAINT CO.

MILWAUKEE, WIS., U. S. A.

THIS
Varnish Stain
 IS READY FOR USE

It is a combination of Stain and Varnish, so that articles covered with it are not only stained, but varnished at the same time :: :: ::

Packed for use as follows:

1/4-Pint Cans.....	25c each
1/2-Pint Cans.....	35c each
1-Pint Cans.....	50c each
1/4-Gallon Cans.....	90c each

Manufactured by

PATTON PAINT CO.
 MILWAUKEE, WIS., U. S. A.



Antique Oak

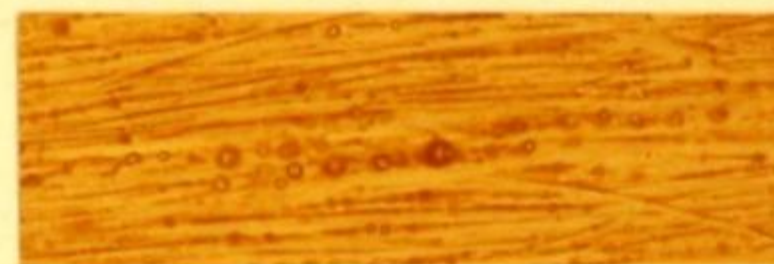


**Patton's
 Oriental
 Varnish
 Stains ::**

**Both
 Stain
 and
 Varnish
 in
 One
 Operation**



Cherry



Light Oak



Mahogany



Walnut



Rosewood



Ebony



IT IS A FACT

that there is no interior paint which wears like enamel. If the enamel is a good article, the surface covered with it should have a **depth of gloss** like the finish of fine china. Such a surface is so smooth that dust does not cling to it, and as good enamel may be washed, it is easy and right to keep enameled Woodenware clean and bright.



GLAZO ENAMEL

Is Manufactured only by

PATTON PAINT CO.
MILWAUKEE, WIS.

Pittsburgh Plate Glass Co.

GENERAL DISTRIBUTORS,
Hudson and Vandam Streets,
New York City, N. Y.



PATTON'S GLAZO ENAMEL PAINT....

PATTON PAINT CO.,
SOLE MANUFACTURERS,
LAKE, BARCLAY AND OREGON STREETS,
MILWAUKEE, WIS., U. S. A.

PATTON'S

GLAZO ENAMEL PAINT...

**MIXED READY FOR USE.
DRIES WITH A RICH GLOSSY FINISH.**

Intended for Furniture, Bed Steads,
Picture Frames and all kinds of
interior decorating.

PACKED IN

1 Gallon Cans, each,	-	-	-	-	\$5.00
$\frac{1}{2}$ " " " "	-	-	-	-	2.60
$\frac{1}{4}$ " " " "	-	-	-	-	1.40
1 Pint " "	-	-	-	-	.75
$\frac{1}{2}$ " " " "	-	-	-	-	.40
$\frac{1}{4}$ " " " "	-	-	-	-	.25
Bottles, (with brush), each,	-	-	-	-	.25

PEA GREEN.

LAVENDER.

PINK.

CANARY.

LT. BLUE.

MAROON.

ALSO BLACK AND WHITE.

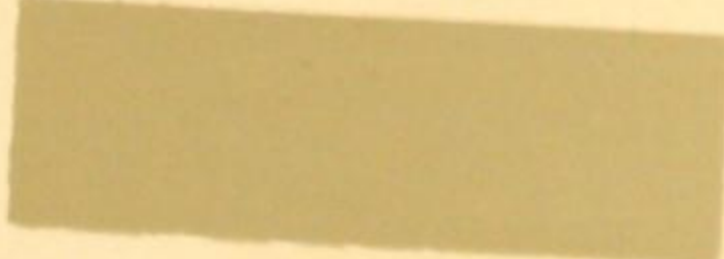
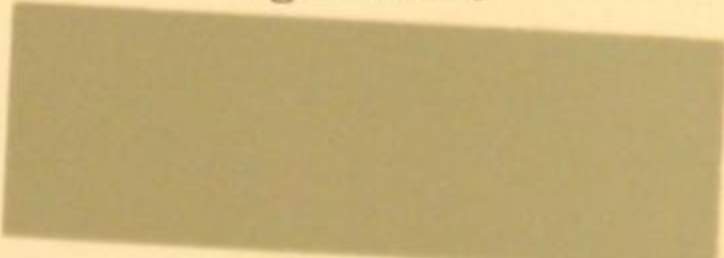
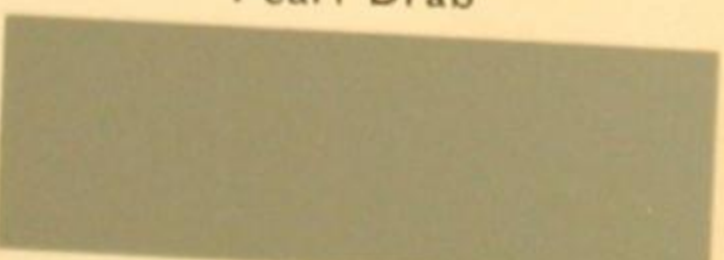
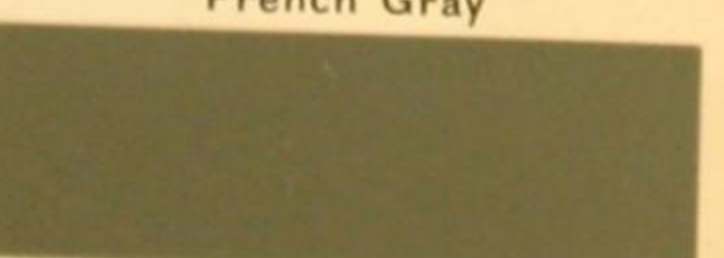
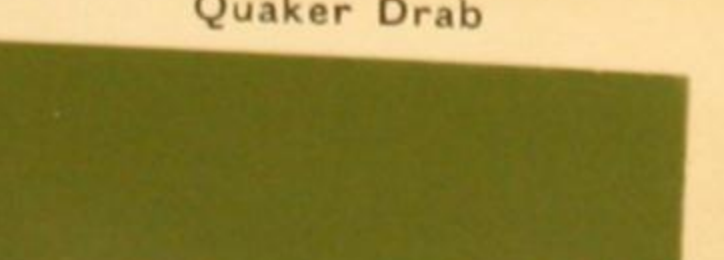
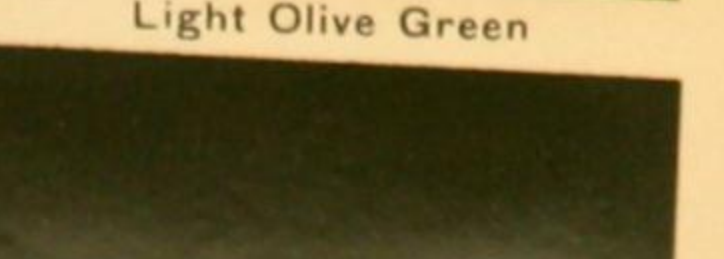


PRINCESS PASTE PAINT

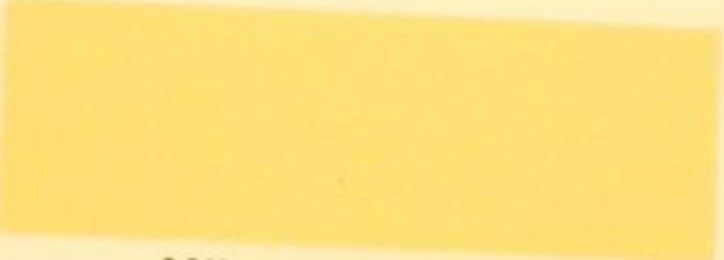
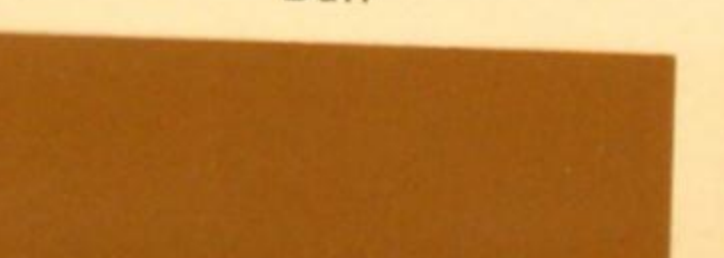
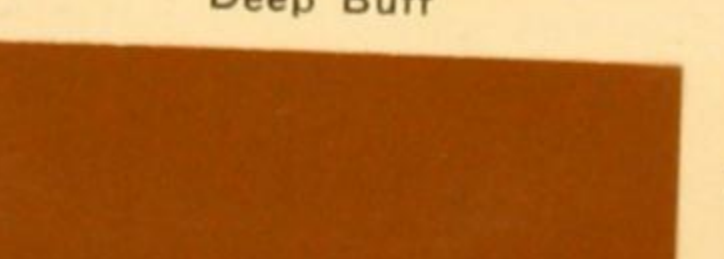
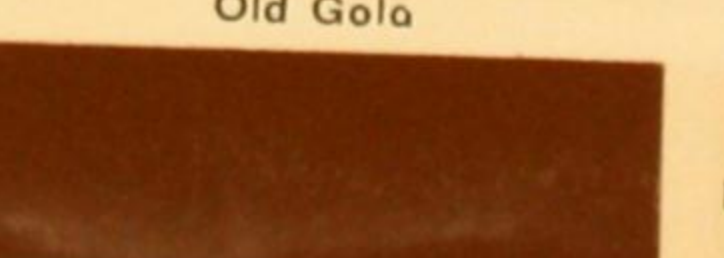
only requires thinning with
Boiled Linseed Oil and Tur-
pentine to be ready for use.

THIS PAINT IS ALSO
MADE IN WHITE.

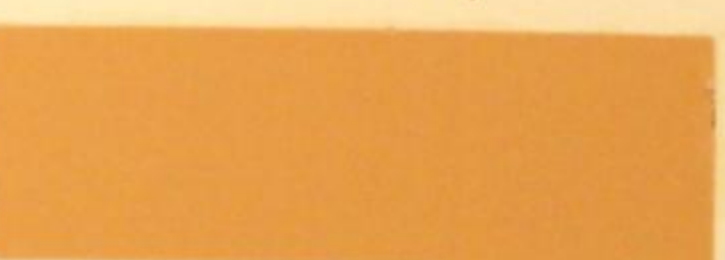
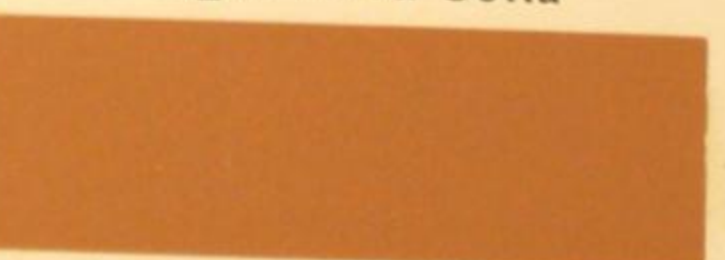
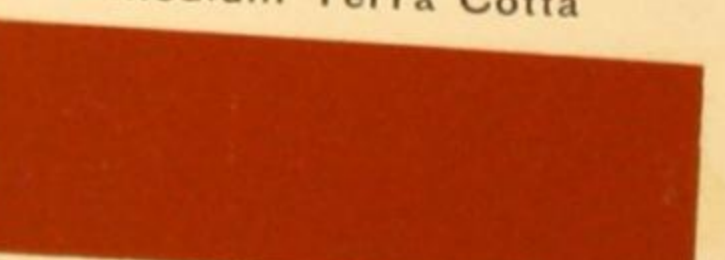
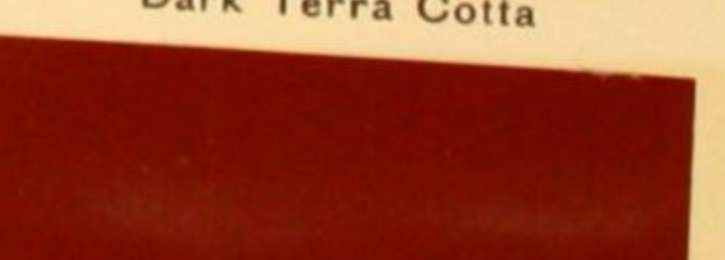
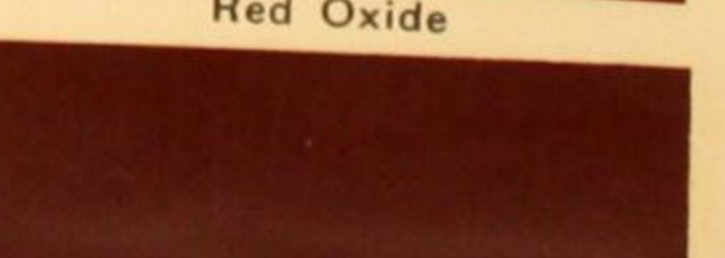
PRINCESS PASTE PAINT.

	No. 268
Light Stone	
	No. 214
Pearl Drab	
	No. 274
French Gray	
	No. 229
Quaker Drab	
	No. 238
Light Olive Green	
	No. 237
Olive Green	

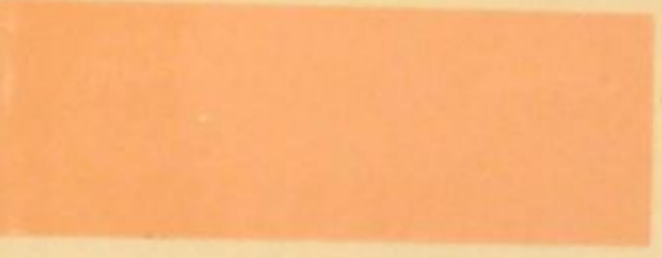
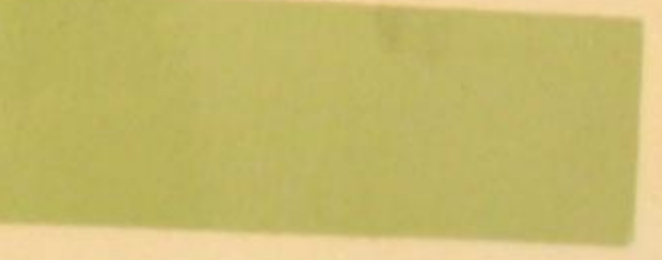
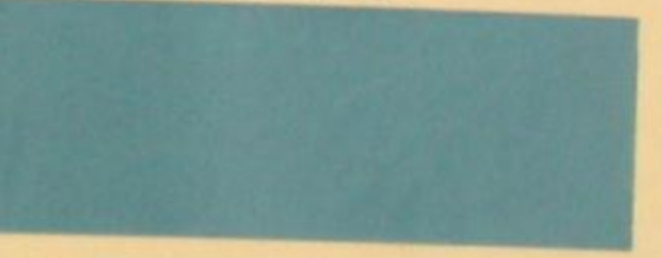
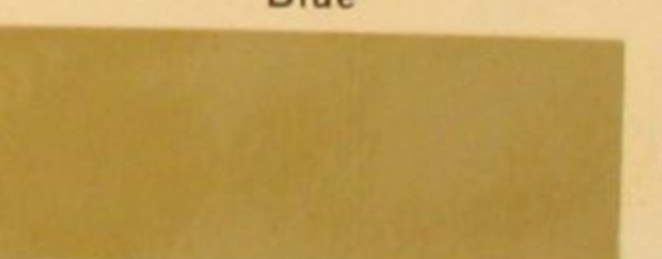
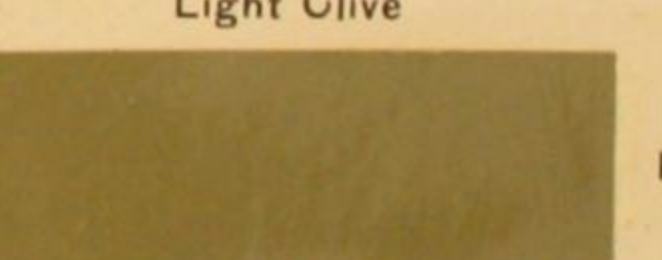
PRINCESS PASTE PAINT.

	No. 260
Milwaukee Brick	
	No. 212
Light Straw	
	No. 276
Buff	
	No. 272
Deep Buff	
	No. 248
Old Gold	
	No. 223
Rich Brown	

PRINCESS PASTE PAINT.

	No. 202
Warm Gray	
	No. 205
Light Terra Cotta	
	No. 204
Medium Terra Cotta	
	No. 262
Dark Terra Cotta	
	No. 254
Red Oxide	
	No. 251
Tuscan Red	

PRINCESS PASTE PAINT.

	No. 278
Pink	
	No. 239
Pea Green	
	No. 242
Blue	
	No. 270
Light Olive	
	No. 222
Medium Olive	

Many users of paint like a paint in paste form like lead, but all colored ready to be thinned for use with linseed oil.

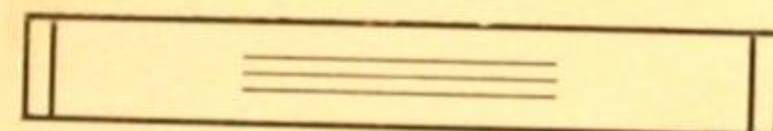
FOR THIS DEMAND

Patton's Princess Paste Paint

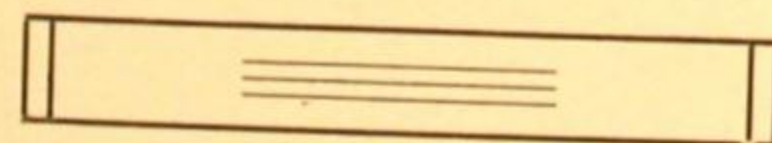
WAS MADE

This was a good many years ago and since then it has won fast friends. The paint is a thoroughly first-class article and very durable.

Any paint bearing the Patton name has a guarantee of its quality.



This paint contains the elements which have made the Patton Paints so durable. All paint experts are agreed that the most durable paint is made from pure linseed oil with the right proportions (the Patton secret) of lead and zinc oxide combined with a small proportion of inert unchangeable pigments; this last serves the office of an intermediate link, making the paint less liable to crack or peel.



HOW TO APPLY PAINT.



Everyone should know how to apply paint properly. The following directions are all that are necessary:

First see that the woodwork is perfectly dry, **clean** and free from loose particles.

Be careful that all knots are well covered with pure orange shellac varnish **before** any paint is applied.

Do not putty nail holes or other holes until **after** the first coat is put on.

Use plenty of "Elbow Grease" in applying paint. A good paint needs brushing. It will last longer for it.

PATTON'S PRINCESS

TINTED

PASTE PAINT.

DURABILITY
AND
BODY
UNEXCELLED.

MANUFACTURED ONLY BY

PATTON PAINT CO.

MILWAUKEE, WISCONSIN.

U. S. A.

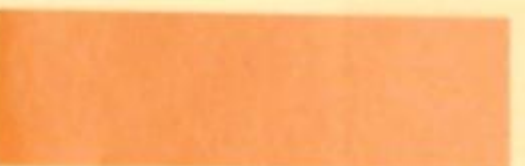
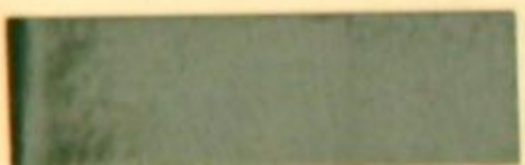
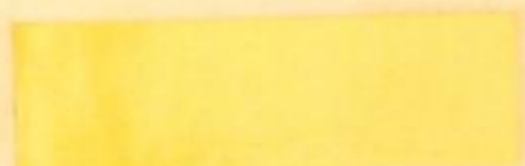
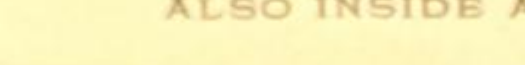
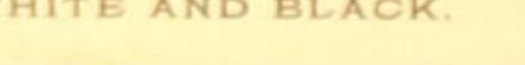
Pittsburgh Plate Glass Co.

GENERAL DISTRIBUTORS,

Hudson and Vandam Streets,

New York City, N. Y.

Form 215

ION PAINT CO. ke, Barclay and Oregon Streets.  MILWAUKEE, WIS. U. S. A.	Slate  312 Out. White 147 304 C 316	Indian Tan  125 314 320 V 322	Portland Stone  163 0 312 320 167	Bright Olive  336 335 154 12x	Russet Buff  63 V 314 308 78	Pink  Porch, Furniture, Etc.
	Olive Gray  114 318 C 34 31	Leather  320 308 125 J	Warm Olive  54 330 306 316	Willow Green  154 335 336 12x	Lt. Terra Cotta  V 63 J 125	Vermillion  Porch, Furniture, Blinds, Etc.
	Mouse Color  328 308 320	Amber Brown  337 Out. White 326 J	Brown Stone  306 328 320 34	Deep Olive  333 Window and Storm Sash, Etc.	Venetian Brick  4x Store Fronts, Doors, Sash, Etc.	Blind Green  324 INTERIORS. Porch, Celling, Etc.
	Morocco Brown 	Brick Red 	Brown 	Sash Green 	Tuscan 	Lemon 

ALSO INSIDE AND OUTSIDE WHITE AND BLACK.



...ARE...

MANUFACTURED
ONLY BY

PATTON PAINT CO.

Lake, Barclay and Oregon
Streets.

میلواکی

MILWAUKEE, WIS.
U. S. A.

PATTON'S SUN-PROOF PAINT.

		SUITABLE TRIMMERS.	
		12x	304
Silver Gray	332	Out. White	302
		C	
		12x	
Light Stone	331	Out. White	302
		310	
		302	
Pearl Gray	14x	Out. White	
		310	
		302	
French Gray	302	Out. White	
		310	
		331	
Slate	310	Out. White	
		14x	
		302	
Olive Gray	312		147
			304
			C
Mouse Color	114		316
			C
			54
Morocco Brown	328		51
			306
			320

PATTON'S SUN-PROOF PAINT.

		SUITABLE TRIMMERS.	
		55	314
Jersey Cream	330	Out. White	324
		330	
		176	
Milwaukee Brick	55	Out. White	308
		314	
		320	
Light Buff	322		125
			316
			63
Rich Buff	314		125
			320
			J
Indian Tan	J		V
			320
			318
Leather	125		322
			314
			320
Amber Brown	320		V
			322
			306
Brick Red	337		125
			J
			Out. White

PATTON'S SUN-PROOF PAINT.

		SUITABLE TRIMMERS.	
		114	147
Light Manilla	316	C	312
		73	
		13x	
Lt. Warm Drab	C	Out. White	163
		312	
		114	
Neutral Drab	304	Out. White	73
		312	
		114	
Russian Gray	13x	Out. White	320
		312	
		114	
Portland Stone	73		335
			163
			12x
Warm Olive	163		147
			312
			320
Brown Stone	54		316
			306
			320
Brown	306		54
			320
			328

PATTON'S SUN-PROOF PAINT.

		SUITABLE TRIMMERS.	
		316	147
Flax	147	75	
		73	
		163	
Pea Green	69	154	
		335	
		12x	
Warm Citrine	75	336	
		Out. White	
		147	
Light Olive	12x	328	
		335	
		73	
Bright Olive	335	69	
		Out. White	
		12x	
Willow Green	336	336	
		154	
		12x	
Deep Olive	154	335	
		336	
		12x	
Sash Green	333	Window and Storm Sash, Etc.	
		333	
		328	

PATTON'S SUN-PROOF PAINT.

		SUITABLE TRIMMERS.	
		176	55
Primrose Yellow	176	78	
		318	
		73	
Deep Buff	308	318	
		320	
		V	
Light Fawn	51	55	
		54	
		J	
Salmon Buff	78	125	
		318	
		63	
Russet Buff	318	308	
		176	
		78	
Lt. Terra Cotta	63	V	
		314	
		308	
Venetian Brick	V	78	
		63	
		J	
Tuscan	4x	125	
		Store Fronts, Doors, Sash, Etc.	
		4x	

PATTON'S SUN-PROOF PAINT.

		SUITABLE TRIMMERS.	
		334	179
Sea Green	334	178	
		179	
		178	
Turquoise	179	178	
		178	
		178	
Azure	178	178	
		178	
		178	
Blue	326	178	
		178	
		178	
Pink	177	178	
		178	
		178	
Vermillion	177	178	
		178	
		178	
Blind Green	324	178	
		178	
		178	
Lemon	324	178	
		178	
		178	

ALSO INSIDE AND OUTSIDE WHITE AND BLACK.



PATTON'S ...SUN-PROOF PAINT. IS THE BEST PAINT MADE.

It is an honest, practical paint, entirely free from water or other material used as an adulterant. The paint is composed of oxide of zinc for durability, lead for body, and silica (ground quartz) for a filler and porosity. This base is thinned with pure linseed oil and turpentine dryers—no water or chemicals, and all in the Patton proportions.

Why Patton's Sun-proof Pure Liquid, Ready-for-Use Paints are the best is summed up in these **because's**:

FIRST

Because the base is theoretically and practically perfect and made in the Patton proportions.

SECOND

Because the colors are clear, bright and glossy.

THIRD

Because every drop is always the same, thoroughly ground by machinery in exact proportions. Hand-mixed paints are altogether guess-work—guess at the amount of oil, dryer and pigment. Too much dryer or pigment is fatal to a durable paint.



FOURTH

Because the Pattons use pure linseed oil. There is a doubt about the purity of the oil you ordinarily buy.

FIFTH

Because the **Patton Sun-Proof Paints** sell at about the price of "cheap" paint and cover much more surface.

AND LAST

Because **Patton's Sun-Proof** or **Ready-for-Use Paint** is guaranteed fully twice as durable as any pure lead paint or any of the ordinary paints on the market.

Our Guarantee.

To Whom it may Concern:

We herewith guarantee **Patton's Sun-Proof Paints** to wear well on buildings painted with the same for at least five (5) years. Should our claim for Sun-Proof Paint fail, we agree to furnish new paint free, or its equivalent in cash, if desired.

It is our meaning and intention to honestly guarantee our paint to wear, but this guarantee will not be allowed to be used as a means for unjust demands, careless, slovenly work, or where the paint is applied contrary to our written directions.

See our signed guarantee with instructions free on request.



WHY Patton's Sun-Proof Paint is Durable.

THE SECRET

of the durability of Sun-Proof Paint is explained in the following:

THE BASE IS ZINC,

silica and white lead in scientific proportions, and not merely white lead alone.

THE OIL

in which these pigments are ground is **absolutely pure Linseed Oil**, and there are no other ingredients except the paint pigments and the best quality of Turpentine (not benzine) dryer. The paint contains no water or kerosene.

THE COLORS

used for tinting are the most durable grades obtainable, and are clear, bright and the most permanent colors obtainable of their several kinds.

THIS PAINT

resists the action of the sun and atmosphere wonderfully, and lasts fully twice as long as the best quality of white lead paint or any of the ordinary paints on the market.

SUN-PROOF PAINT

sells at about the same price as other standard paints, notwithstanding the fact that this paint covers more surface per gallon, fills the wood thoroughly, is porous, elastic and very durable.



EVERYONE

should know how paint is properly applied. The following brief directions are all that are necessary:

FIRST

see that the woodwork is perfectly dry, **clean**, and free from all loose particles.

SECOND

be careful that all knots and sappy places are well covered with pure orange shellac varnish **before** any paint is applied.

THIRD

do not putty nail-holes or other holes until **after** the first coat is put on.

FOURTH

use plenty of 'elbow grease' in applying paint. A good paint needs brushing. It will last longer for it.

FOR DIRECTIONS

refer to the Direction Label which is found on every container.



General Rule

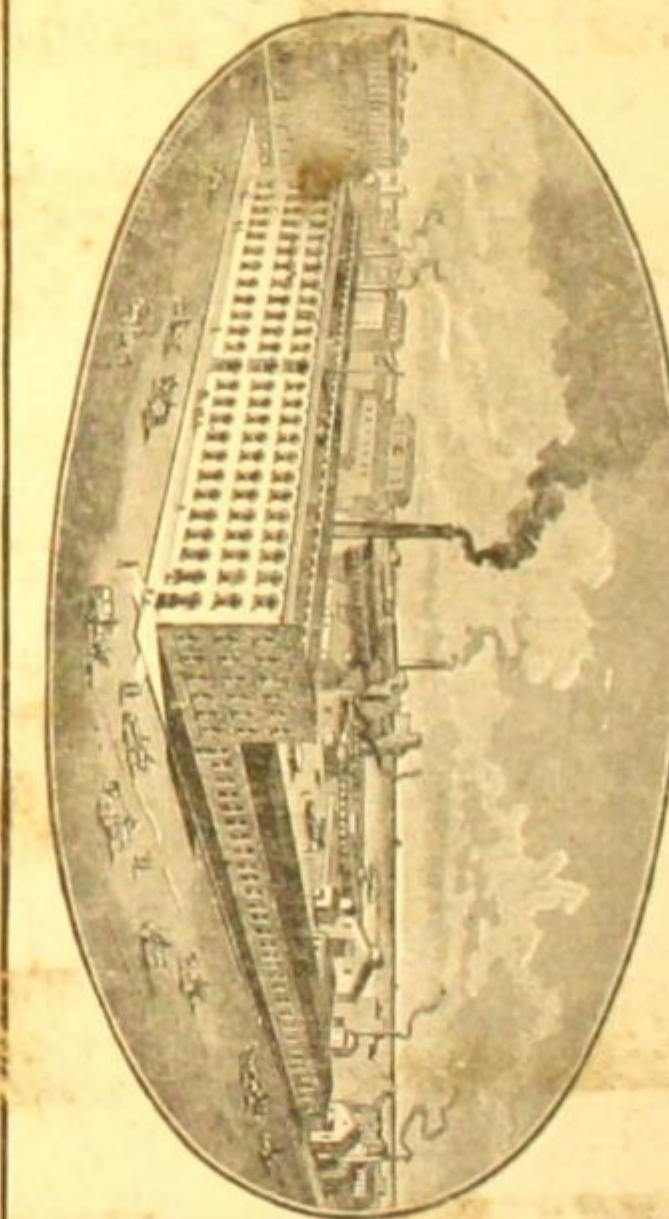
TO ASCERTAIN QUANTITIES OF PAINT NEEDED
FOR A JOB.

Add length of both sides, . .	30 feet
	30 "
Add length of both ends, . .	25 "
	25 "
	110 "
Multiply by average height, . .	20 "
Divide by 300 square feet, . .	2200 "
Gallons required $7\frac{1}{2}$	

PATTON PAINT CO.

General Offices:
Cor. Lake, Barclay and Oregon Sts.
MILWAUKEE, WIS.
U. S. A.

SOLE MANUFACTURERS OF



Patton PAINT.... COMPANY

Sole Makers.....
.....of



MILWAUKEE, WIS.,
U. S. A.

Pittsburgh Plate Glass Co.

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